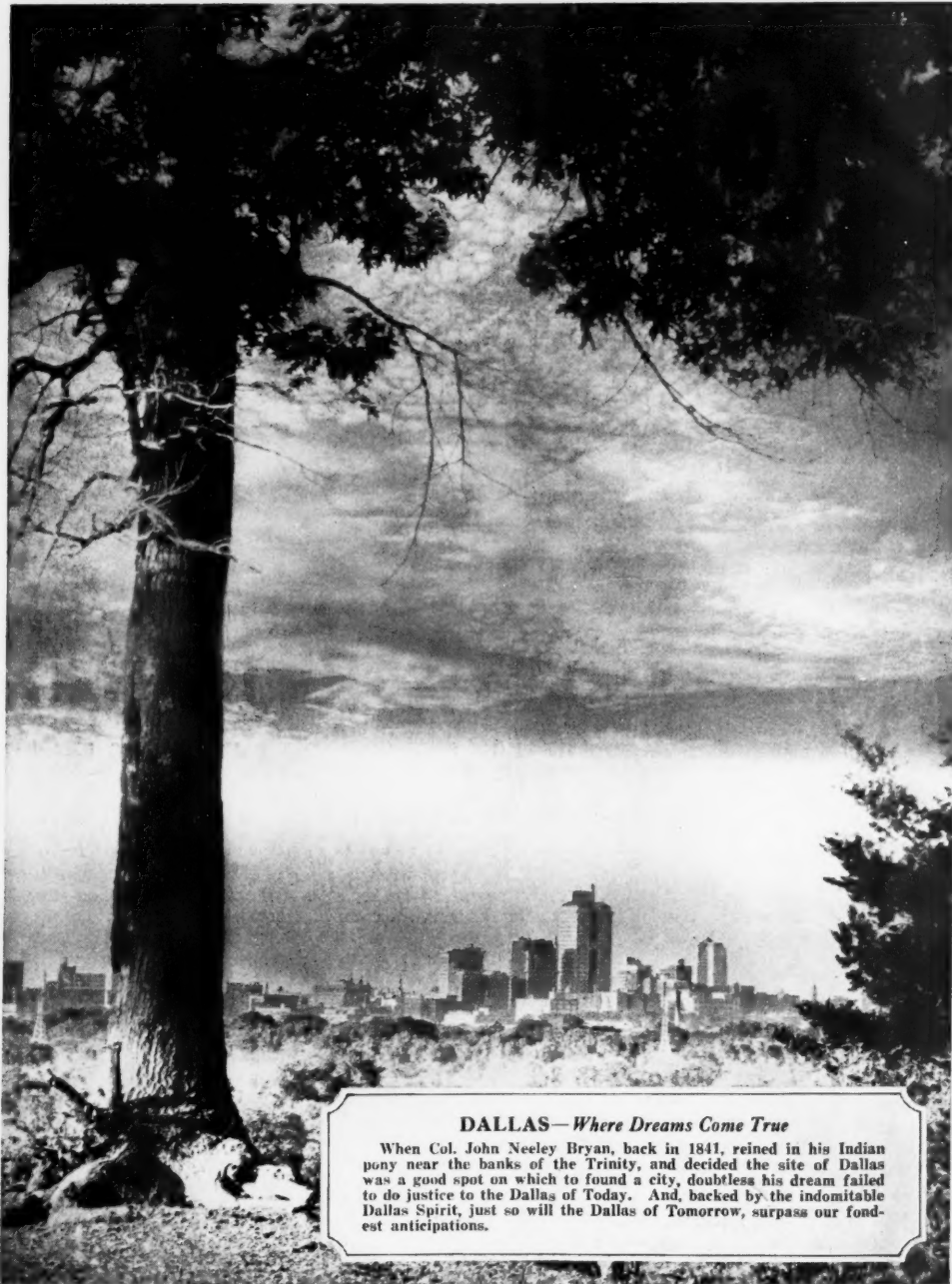


DALLAS

OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE



DALLAS—Where Dreams Come True

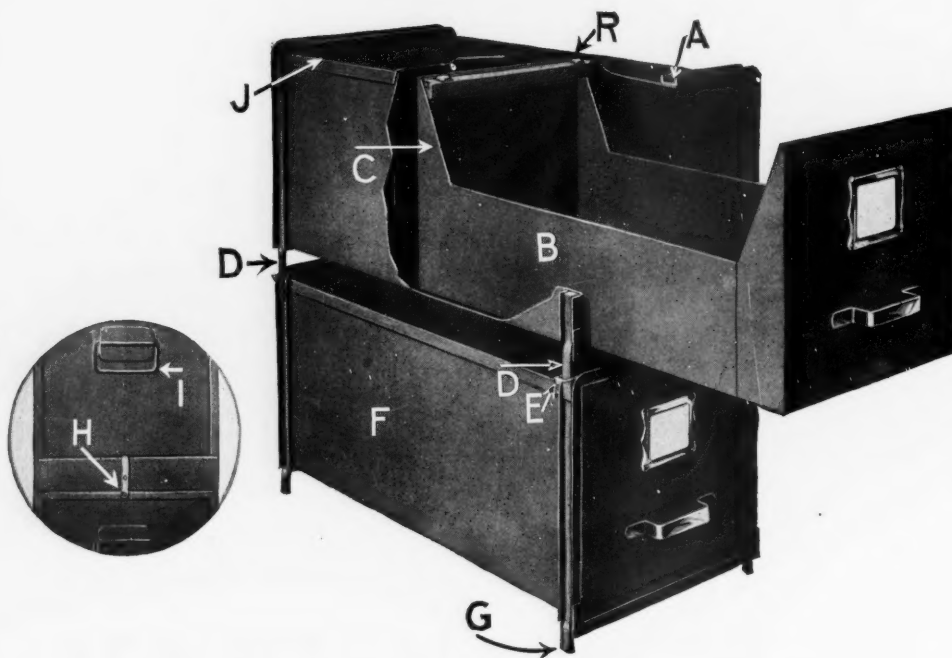
When Col. John Neeley Bryan, back in 1841, reined in his Indian pony near the banks of the Trinity, and decided the site of Dallas was a good spot on which to found a city, doubtless his dream failed to do justice to the Dallas of Today. And, backed by the indomitable Dallas Spirit, just so will the Dallas of Tomorrow, surpass our fondest anticipations.

Copyrighted photograph by Victor H. Schoffelmayer, field editor of the Semi-Weekly Farm News, who, through his "Dallas by Night" and other striking views, is attempting to interpret unusual studies of our city.

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NEW BERLOY FOUR ROLLER

UPPER CASE IS RAISED TO SHOW HOW LEGS ARE SLIPPED INTO CHANNELS OF LOWER CASE. EXTRA CHARGE FOR ROLLERS

A—Heavy channel steel frame, front and rear. B—Low sides for convenient filing. C—High back to keep out dust. D—Solid bar legs. E—Connecting links lock units horizontally. F—Solid sides to keep out dust. G—Sanitary base. H—Hook fastener in rear locks units vertically. I—Handle on back for convenient carrying of drawer. J—Reinforced top and sides. R—Roller.

We carry a complete stock of Transfer cases—Letter size—Cap size—Ledger size—and Bill size—with optional features such as vertical compressors and round rods.

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Vance K. Miller Company
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1501 Commerce St.
Phone X 6414

Entered as Second Class Mail Matter, February 6, 1922, at the Post Office at Dallas, Texas, under the Act of March 3, 1879.

Dallas Child Guidance Clinic Progresses

DR. H. I. Gosline, Director of the Dallas Child Guidance Clinic, 3500 Gaston Avenue, has presented to the Advisory Board a report of clinic activities for the first two months immediately following the six months period of the demonstration staff.

In addition to the 73 new cases of problem children referred to the clinic in September and October, there remained the carry over of some 200 still subject to service which began with the demonstration clinic. Since the service of the clinic is in behalf of children with behavior or mental disorders, it is obvious that the process of restoration is slow and painstaking, often involving long periods of time. Therefore, the accumulation of old cases still under care added to the growing number of new ones creates a great volume of needed service. Hence, as Dr. Gosline says:

"The opportunity for service by volunteer workers, whether social workers, psychologists, or physicians is tremendous. In such a Clinic the very beginning of maladjustment is seen. We see cases before they ever get into a Court, before they have ever caused any trouble in the school, before they have ever become a menace to the community. The Child Guidance Clinic stands in the forefront of preventive medicine and preventive social work.

"The Dallas Child Guidance Clinic, situated as it is in the heart of the Southwest, is naturally the center for the spreading of the idea throughout the Southwest. Already there have been requests from Houston, Little Rock and other leading cities of the Southwest for information as to how such a Clinic is organized and operated. The demand for workers is going to be on the increase. The difficulty already is not one of finance, but one of adequately trained personnel. The Dallas Child Guidance Clinic stands ready to provide this training for its volunteers."

Dallas County Leads in Automobiles

Dallas County led both in number of motor vehicles registered and in gain over last year, in a report issued by the State Highway Commission for the first ten months of this year. Total registration in the State for the period was 649,820, as compared with 531,608 for all of last year, and the indications are that Texas will reach the 700,000 mark by the end of the year. Motor vehicle owners are urged to pay their 1924 license fees early in December, to avoid last-hour congestion. Following is the number of motor vehicles shown on October 31 by the leading counties: Dallas, 48,633, gain of 8,737; Harris, 41,908, gain of 7,039; Bexar, 36,882, gain of 5,152; Tarrant, 30,214, gain of 5,293; Wichita, 17,312, gain of 3,554; McLennan, 15,288, gain of 2,580.

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"30 Years in Dallas"

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- - and San Francisco and Los Angeles

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ERNST & ERNST

AUDITS — SYSTEMS

TAX SERVICE

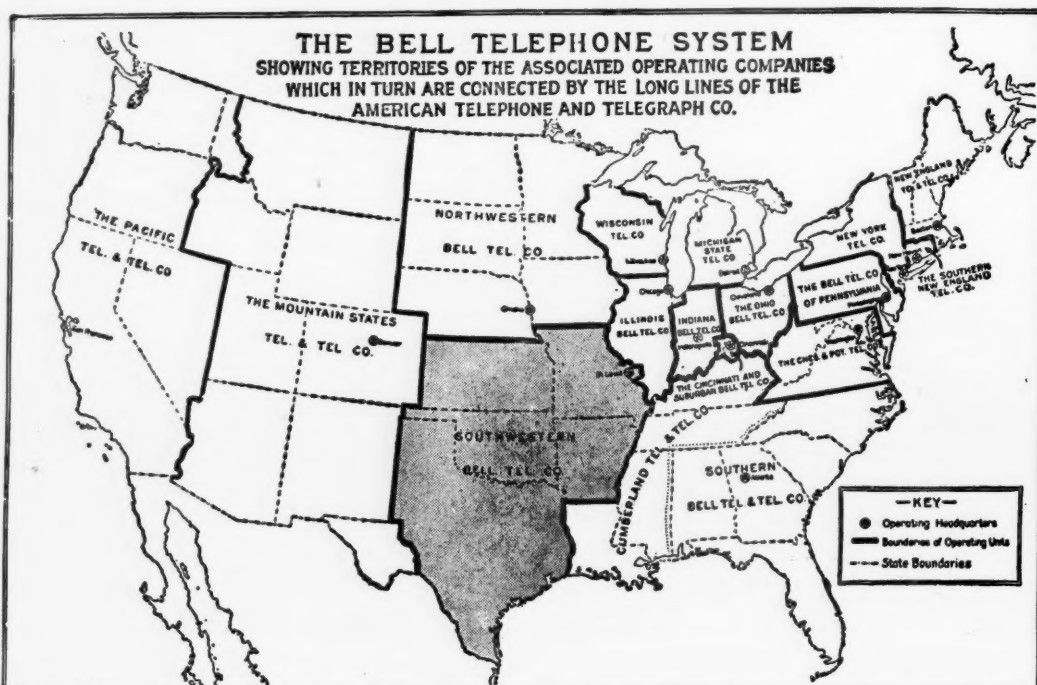
AMERICAN EXCHANGE NAT'L BANK BLDG., DALLAS

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BOSTON	COLUMBUS	PITTSBURGH	INDIANAPOLIS	HOUSTON
PROVIDENCE	YOUNGSTOWN	WHEELING	ST. LOUIS	FORT WORTH
PHILADELPHIA	AKRON	ERIE	KANSAS CITY	SAN ANTONIO
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The Southwestern Bell Telephone Company serves the States of Missouri, Kansas, Arkansas, Oklahoma, Texas and a part of Illinois—one-fifth the entire area of the United States, in which more than thirteen million people make their homes.

Providing telephone service in this ever-growing, progressive territory is a big responsibility which we aim to discharge as efficiently as possible.

SOUTHWESTERN BELL TELEPHONE COMPANY

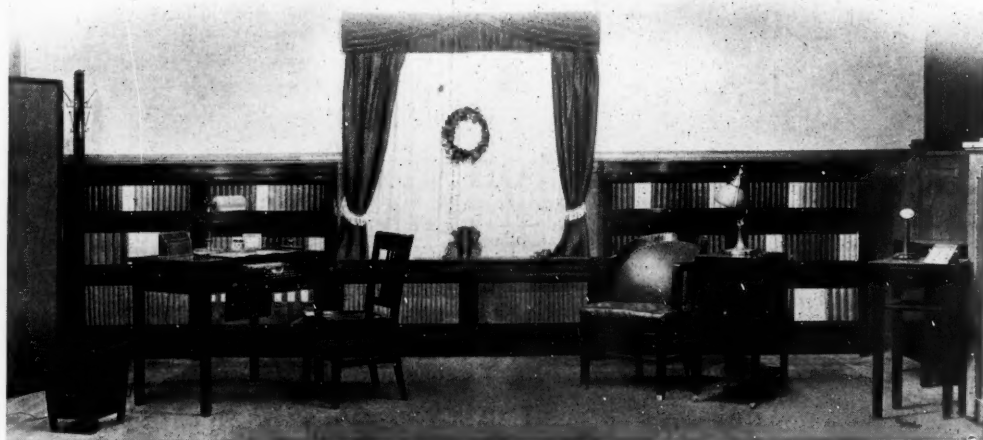
THE BELL SYSTEM IN TEXAS



UNITED FOR THE NATION'S NEED



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ESTABLISHED 1897

Ardmore, Pa.

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The sturdy

Autocar

The short wheelbase motor truck



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 2

DECEMBER, 1923

No. 12

Helping to Build a Greater Dallas

Annual Report of the Activities of the Dallas Chamber of Commerce for the Year Ending December 11, 1923



In briefly summarizing the activities of the Chamber of Commerce and the accomplishments of Dallas the past year, I feel that our membership can join me in a just cause for pride. This has been the greatest year in the history of Dallas and, while the Chamber of Commerce of course does not claim credit outside its sphere, still our organized effort has had at least some bearing on almost every success.

Dallas secured 1,039 new business concerns the past year, as compared with 552 in 1922, and established a record for our city. Many of these were directly traceable to the efforts of our New Industries Department. With Texas producing nearly 50% of the cotton of the Nation and the crop bringing splendid prices, Dallas' wholesale business will reach the record total of \$700,000,000 in 1923, a gain of fully 20% over last year. The three special trains, the excellent advertising campaign and other activities of our Wholesale Merchants' Association, played a most important part in the record attained by Dallas jobbers.

And so on down the line I could point out accomplishments in which the Chamber has played an important part; how Dallas entertained 180 conventions this year as compared with 115 last year; how the publicity and fame of Dallas is ever spreading and how our population gained around 15,000 the past year, giving us a city of more than 225,000; how Dallas has added 66 new factories the past year, many existing factories have increased their facilities and Dallas-made goods have become much more widely known. Through the activities of our Textile Center Committee, Dallas has secured its second large cotton mill in 1923. Building permits this year will exceed the \$20,000,000 mark, breaking all records for our city. Who will dispute the claim that Dallas' construction program could not have reached \$83,000,000 for the past five years had not the Chamber organized the Dallas Open Shop Association and given it strong moral backing?

Co-Operation Given Chamber

RIGHT here I want to say that the Chamber of Commerce has received marvelous and much appreciated co-operation the past year from the City Commission, the County Commissioners' Court, all Dallas luncheon clubs and other organizations too numerous to mention. Team work in perfect harmony has featured Dallas' progress in 1923. Without this team work the Community Chest could not have been organized by the Chamber. I consider the Community Chest one of the most progressive steps Dallas has ever taken. The City Commission deserves unstinted praise for its helpful co-operation with the men behind the huge \$5,000,000 Santa Fe Terminal Building project, one of the high lights in the brilliant list of acquisitions the past year. In the establishment of a municipal landing site at Love Field for airplanes and in the settlement of the controversy whereby Dallas gets its sixth interurban railway, the City Commission deserves whole-hearted credit. The County Commissioners' Court has given the Chamber appreciated co-operation in maintaining our agricultural department and in various other fields of endeavor. Dallas as a whole responded splendidly to the Chamber's call in showing much deserved appreciation for the six excellent community fairs held in Dallas County.



FRANK M. SMITH
Pres. Dallas Chamber of Commerce

Decision of the Chamber of Commerce of the United States to place, in the Chamber of Commerce Building at Dallas, headquarters for its Southern Central Division, comprising ten States, is a strong tribute to our city and a matter of keen gratification to all of us. The splendid record of the State Fair this year is another source of pride. The Chamber co-operated with the Fair Association in securing the race meet, in swelling the attendance on Dallas Day, in increasing attendance at football games and in making the manufacturers' exhibit even more successful. Our Retail Merchants' Department has had a most active year and has many accomplishments to its credit, notably in trade extension, traffic regulation, co-operation in securing Grand Opera for Dallas next year and in other matters to be outlined later on.

Our Traffic Department has worked like a well-oiled piece of machinery and has saved thousands of dollars for Dallas shippers, and has under way a rate matter of inestimable importance to our city. Our Chamber magazine, "DALLAS," has had a most successful year and has greatly increased its usefulness. The Chamber has sent representatives to various National conventions or other gatherings, ever wide awake to the interests of our city and the increased efficiency of our staff.

1,150 New Chamber Members

IT will be a source of gratification to all of you to learn that the Chamber has added approximately 1,150 members so far this year, or more than any previous year, and giving us a membership of about 3,000, the high water mark in the entire history of our organization. However, responsibilities and opportunities of the Chamber grow with our rapidly advancing city and it should be the unceasing effort of

every member the coming year to aid in putting our membership beyond the 4,000 mark. The activities of the Chamber are limited solely by its financial support and this comes only from membership dues. All of you members are stockholders in this, Dallas' biggest and most important corporation, and while we should be proud of this year's accomplishments, let us not rest on our laurels but resolve that next year, which lies before us with such glowing promise, we will do even more through our Chamber to advance in every way the interests of the splendid city of which we are all so proud.

Credit to Directors and Staff

I BELIEVE that no Chamber of Commerce president has ever received more loyal co-operation from his directors than I have enjoyed the past year or, in fact, during my entire three-year term of office now closing. Their support has been given me and the Chamber often at sacrifices to their own business interests. I want also to commend in the highest terms the faithfulness and efficiency of the Chamber staff, with which, naturally, I have been in the closest contact. And to our Chamber membership as a whole I want to express my thanks and the thanks of our officers and directors for your most loyal co-operation. I believe no city in America possesses a citizenship as progressive as that of Dallas and of these the Chamber of Commerce members are outstanding.

In the comparatively brief scope of this report it is impossible to present in detail all the many activities of the Chamber, or even to list more than a few of them. I wish, however, to call

your attention to the various committees shown in a boxed paragraph in this report and also to suggest that the Chamber staff will be glad to explain in detail the particulars of any Chamber activity in which you are particularly interested. There follows a summarized report of major departments of the Chamber.

Dallas Gets 1,039 New Concerns



RECORDS of the New Industrial Department show that 1923 was one of the most satisfactory years in the city's growth. Figures for eleven months (to December 1) account for 1,039 new concerns established during the year, a substantial increase over 1922. There are two outstanding features in the city's growth for the year—the number of new manufacturing plants and the number of important distributing and sales branches established by foreign corporations to serve the Southwest from Dallas. Developments for the year add materially to the city's prestige as a manufacturing center as well as one of the chief distributing centers of the United States.

66 New Factories

SIXTY-SIX new manufacturing plants were added during the eleven-months period, manufacturing a wide variety of products. Of primary importance is the new \$1,000,000 textile mill, which, it is expected, will mark the beginning of rapid growth in our textile industry.

Twenty-nine distributing branches carrying stocks at Dallas, eighteen new wholesale houses, handling a variety of lines, and forty-five branch and sales offices, covering Texas and in many cases the Southwest, greatly broaden the scope of Dallas' wholesale and jobbing business. In addition, thirty-five manufacturers' agents established offices in Dallas during the period, some of them warehousing stocks at Dallas for immediate shipment.

In the retail field, the record of the department account for 162 new stores, ranging in size from grocery stores in the outlying districts to extensive down-town establishments.

In Automobile Field

THE automotive industry accounts for a number of new concerns, with eight new automobile or truck factory distributing branches and thirty-two local dealers and distributors. Dallas is easily the leading automobile distributing center for this territory with an increasing tendency on the part of the large manufacturers to establish factory branches here to serve the Southwest.

In the field of automobile accessories and tires, fifty-one new concerns came in during the year, supplemented by thirty-five garages and paint shops and several plants making automobile accessories.

Twenty-three new insurance companies, including local and general agencies, came here in 1923 and eighty-one new real estate offices were opened. Building and loan associations, trust companies, firms handling stocks, bonds and other securities, totaled sixteen, and thirty new companies engaged in the business of loans and investments.

Printing and publishing account for sixteen new companies; advertising, fourteen; restaurants and cafes, twenty-nine; oil companies and drilling contractors, eighteen, and general contractors, twenty-six.

Dallas gained considerable increased importance as one of the biggest cotton markets in the country with the addition of thirty-one companies engaged as buyers, brokers and exporters of cotton, cotton seed products and grain.

In the professional field, twenty-one new legal offices were opened, thirty-four doctors' and dentists' offices and twelve engineers' and architects' offices.

Well-Rounded Development

THE remaining 207 firms of the 1,039 established in Dallas during the eleven months to December 1, cover a wide variety of business activity in retail, wholesale and professional lines and contribute to making the city's commercial development perhaps the most diversified and well-rounded yet experienced.

The New Industries Department is receiving an increasing number of inquiries indicating that throughout the country Dallas is recognized as the chief commercial center and the logical distributing and manufacturing center for the Southwest. The interest that is being shown and the fact that the Southwest offers greater possibilities

1923 COMMITTEES

of the

DALLAS CHAMBER OF COMMERCE

Committee—	Chairman—
Directors	Frank M. Smith
Water Supply	Geo. A. Trumbull
Wholesale Merchants	O. S. Boggess
Traffic	A. C. Valentine
Dallas "Foundation"	Geo. Waverley Briggs
U. S. Chamber of Commerce	
Referenda	J. K. Hexter and Louis Lipsitz
Textile Center	Louis Lipsitz
Love Field Industrial District	C. W. Hobson
Postal Facilities	A. M. Matson
Open Shop Association	R. S. Haseltine
National Guard	W. A. Green
Junior Chamber of Commerce	Granville W. Moore
Manufacturers	Hugo Schoellkopf
Auditorium	W. C. Everett
Fire Prevention	S. W. English
Building Code	A. R. Andrews
Athletic	Woodall Rogers
Agricultural Advisory Board	G. H. Alford
Chamber of Commerce of the U. S.,	
Building Fund	J. C. Duke
Community Chest (Investigating)	Holmes Green
Community Chest (Organization)	A. C. Bigger
Community Chest (Campaign 1923)	C. E. Calder
Good Will Tours	C. L. Norsworthy
Good Will Tours to Community Fairs	
John A. Rogers, Mike H. Thomas, Dan Harston,	
R. G. Chapman, F. K. Meeks, J. C. Davis	
Ginners' Convention	Frank M. Smith
Highway Amendment	W. D. Trotter
Grand Opera	Herbert Marcus
Race Meet (State Fair)	Otto Herold
Dallas Day at State Fair	Frank E. Moran
Foreign Trade	T. M. Cullum
Military Affairs	Dr. J. O. McReynolds
Denton Interurban	T. M. Cullum
Retail Merchants	W. H. Wray
Congressional Party Entertainment	Hatton W. Samners
Municipal Landing Field	Joe E. Lawther
Audit Committee	C. E. Calder

ties for commercial and industrial expansion than any other section of the country, indicates that 1924 should be the greatest year of progress in the city's history.

Wholesale Market Has Record Year



THE Dallas Wholesale Market has set a new record this year both in the number of merchants visiting Dallas and in the volume of business done. The indications are now that Dallas will show a very substantial gain over 1922 and the indicated total of wholesale business for the year now is \$700,000,000. The wholesale business of Dallas was never in better condition than now and the outlook was never better for a good year in 1924.

A quarter of a million pieces of advertising matter were mailed out during the year, 1923; more extensive newspaper advertising was indulged in than ever before and the heaviest attendance ever recorded was had at the six style shows held during the year, 1923. Sixteen thousand two hundred persons attended the six style shows and every one of these shows was a pronounced success.

Special Trains

PERHAPS the most outstanding feature of 1923 for Market activities was the running of three special trains; two of these from Arkansas and Louisiana and one from the Lower Rio Grande Valley. These trains were very successful, brought in a number of new merchants and proved to be a very valuable advertising feature for the Market.

Good-Will-Tours Conducted

THE regular annual Good-Will-Tour was conducted to South Texas, covering a distance of 1,425 miles and visited the fertile section known as "The Valley." The trip was very successful and was a splendid advertising medium for Dallas. This was the largest Good-Will-Tour taken out of Dallas and while more than 200 miles addi-

tional distance was covered and an extra day was included, the price of the trip was materially reduced through the good management of Chairman C. L. Norsworthy and his associates.

Mr. Norsworthy was also chairman of the Dallas Good-Will-Tour to the annual convention of the West Texas Chamber of Commerce Convention at San Angelo. About 200 people, including Southern Methodist University's Band, made the trip to this splendid convention.

During 1923, the Wholesalers have expended the following special funds, contributed by their own members:

Advertising, \$18,000; style shows, \$15,000; railroad fare refunds, \$30,000.

The year, 1923, has been a very successful one in wholesale work for the Dallas Market and definite plans are under way now to make 1924 even more successful. The Wholesale Market has no intention of lessening its activities in any way and confidently expects the approaching year to be the best in the entire history of Dallas.

Money Saved for Dallas Shippers

THE growth and prosperity of the city depend largely upon the territory within which it can ship its products economically and expediently. During the past year, the Dallas Chamber of Commerce Transportation Department has negotiated many rate adjustments which enable Dallas manufacturers, jobbers and distributors to increase their business by extending their territory. Some of these adjustments were such that they attracted new industries to Dallas that could not have located here unless the freight rates were readjusted to permit them to meet competition from other manufacturing centers.

A notable instance of this kind is the rate on corrugated boxes. The rate from Dallas, for instance, to San Antonio was 67 cents per 100 pounds, while from New Orleans to San Antonio the rate was 56 cents. From Dallas to Corpus Christi the rate was 82 cents, while from St. Louis to Corpus Christi the rate was but 66 cents. These rates were readjusted through the efforts of the Dallas Chamber of Commerce and the rate in effect today from Dallas to San Antonio is 47 cents and to Corpus Christi is 47 cents.

Twenty-two other such cases were handled and satisfactorily decided during the year.

Better Rate for Shippers

THE department is now working on a joint complaint filed by Dallas and Fort Worth which seeks to readjust all of the rates for the benefit of Dallas manufacturers and distributors. This case will be heard January 14th in the Dallas Chamber of Commerce Building.

Direct assistance was given to Dallas shippers by promptly quoting rates and making rate analyses for shipments that had moved or were about to move. There were 3,236 telephone rate quotations and 6,425 mail rate quotations or a total of 9,661 quotations for the year.

The department checks completely freight rates and combinations of rates in order to assist shippers in securing the lowest possible basis.

Routing Circular Issued

ROUTING Circular No. 3 was issued during the year and 2,000 copies distributed to Dallas shippers and distributors. This was a big increase in the demand over that of the previous year and was probably due to the fact that Routing Circular No. 3 is also a rate comparison book, showing the freight rates from Dallas, St. Louis, Kansas City and Memphis to all points in Oklahoma and Texas, thus enabling Dallas shippers more effectively to meet competition.

The Transportation Department secured merchants' rates for both the spring and fall merchants season and style show, saving Dallas jobbers and manufacturers approximately \$7,500 in the refunds of fares made to visiting merchants.

The Transportation Committee held 35 meetings during the year and gave its attention to the consideration of the problems of the Dallas shippers, directing particular attention to the transportation service to and from Dallas, correcting defects in the freight package car service, express service and mail service, rearranging passenger train schedules in order that Dallas shippers might more effectively serve their trade territory and, in some instances, bringing about the installation of complete new trains to and from Dallas.

Dallas-Made Products Popular



THE year 1923 has been a most satisfactory one for the Manufacturers' Department of the Chamber of Commerce. Real progress has been made and very definite plans are under way for 1924. In conjunction with the United Commercial Travelers, the Manufacturers of Dallas staged a very successful Spring Show of Dallas-Made products and during the recent State Fair a very comprehensive exhibit was staged creating much favorable sentiment for Dallas products.

An important change in the Manufacturers' Department made during the year was the employing of G. D. Davis as our contact representative. Mr. Davis spends his entire time visiting the different factories, thus finding their needs and giving to them such assistance as they may need that the Chamber can supply. Since the first of February, Mr. Davis has visited personally 336 factories. During the year the total additional budget created through the Manufacturers' Department has amounted to \$2,270; additional space sold in the Manufacturers' Building totaled \$7,009.16. There was a total of 155 exhibitors in the last exhibition at the State Fair, 75 of whom were signed up during the year.

A number of successful luncheon meetings have been held during the year and the Board of Directors of the Manufacturers' Association have shown real interest in these meetings and have given a great deal of time to the working out of the Manufacturers' problems.

This year the entire balance has been paid on account of the Building at the State Fair. Every financial obligation of the Manufacturers' Association has been discharged and a credit balance now stands attesting to the interest the Manufacturers have taken in the Association.

Taken as a whole, the Manufacturers' Association feels certain that the year 1923 has been a successful one and is confident that 1924 will be even better because of the experience gained during the year just now closing.

With Business Leaders of Tomorrow



ONE mile of shade trees on the pike between Dallas and Fort Worth is one of the unique accomplishments of the Junior Chamber this year. The members of the organization went out in a body one Saturday afternoon in February and planted 280 young elm trees on both sides of the roadway extending one mile toward Dallas from the Tarrant County line. The organization took over the promotion of a North Texas Amateur Band Reunion which brought to Dallas seventeen out-of-town bands. These bands participated in a parade in the morning, a contest in the afternoon and a massed band concert in the evening at the Coliseum.

A most beneficial activity of the Junior Chamber is the practice of conducting weekly luncheon gatherings.

Another feature of the year's work was the development of the commercial side of the Junior Chamber. Committees of the younger organization met regularly and co-operated with the Chamber of Commerce committees in manufacturing, wholesaling and retailing. The manufacturing committee did very valuable work in assisting in the exhibition of Dallas-made products in the down-town show windows. The retail committee conducted an essay contest among the high school students bringing to the attention of the public some of the problems of the retail merchant. The wholesale committee assisted in the reception of buyers coming to Dallas on the special trains arranged by that department.

Carrying out the precedent set last year, the organization again sent the stock judging team of the Dallas County Boys' Agricultural Clubs to the State contest at A. & M. College. Plans are under way now to again entertain the members of the Dallas Street and Newsboys' Club with a Christmas tree.

The usual educational and fellowship groups of the organization have enjoyed greater popularity than has been demonstrated for some time, and the membership has shown a healthy growth.

Record Number of Conventions

DALLAS has entertained 180 conventions during 1923 as compared with 115 during 1922, which itself had been a record year. It is conservatively estimated that these 180 gatherings (exclusive of the State Fair), brought to Dallas 90,000 people, who expended in the city \$1,500,000. Greater even than the financial returns is the fact that these many visitors could not fail to have been impressed by our city and have given Dallas much publicity among their friends at home. As a result of these conventions, also, Dallas has secured thousands of lines of publicity in newspapers, trade publications and class magazines that will react favorably for the city.

Thousands of pieces of literature, setting forth the advantages of Dallas, have been distributed by the Convention Department of the Chamber throughout the Nation. Trips were made by the manager of the Convention Department to quite a number of conventions, which Dallas sought for the coming year. Although handicapped by having no general fund to wage campaigns for conventions, Dallas has already secured many important gatherings for the coming year, some of which are as follows:

Conventions for 1924

Midwinter meeting National Business and Professional Women's Club	January
Southwestern Ice Manufacturers' Association	Jan. 15-17
Winchester Club of Texas	Jan. 21
Texas Hardware and Implement Dealers' Association	Jan. 22-24
State Baptist Laymen	February
Texas Division, Southern Metal Trades Association	March 15
Texas Cotton Ginners' Association	April
Retail Furniture Dealers' Association of Texas	April 23-24
Texas Retail Jewelers' Association	May
National Association of Reserve City Bankers	Probably May
American Wholesale Grocers' Association	May 13-16
Texas Undertakers and Funeral Directors	May
Texas Sunday School Ass'n, 50th Anniversary, Golden Jubilee	Probably September
Southwestern Nurserymen	September
Texas Circulation Managers' Association	September
Texas Association of Real Estate Boards	Sept. or Oct.
Texas Electric Medical Association	October
Texas Tax Assessors' Association	October
American Dental Association	Nov. 10-14
Texas General Baptist Convention	November
Texas Baptist Missionary Association	November
Southern Conference Unitarian Church	Date to be selected
Texas Ice Cream Manufacturers' Association	Date not announced

Big National Gatherings

SEVERAL of the foregoing conventions will have a very large attendance, including the American Dental Association and the American Wholesale Grocers' Association, two national gatherings for which there is keen competition each year.

The Convention Department has received splendid co-operation from the Dallas Hotel Association, City Officials, luncheon clubs and others, of which it is most appreciative.

If a regular convention fund could be provided for the purpose of securing conventions, as is done by leading convention centers, Dallas could easily within a short time average a convention a day throughout the year. This is the number being secured by some other cities no larger than Dallas and with no better convention facilities.

During March, April and May of this year Dallas maintained an average of a convention a day. Following is the record of conventions in Dallas by months during 1923: Jan., 16; Feb., 20; March, 31; April, 37; May, 28; June, 10; July, 5; August, 6; Sept., 7; Oct., 10; Nov., 7; Dec., 3.

Retailers Have Crowded Year

DURING the past year, the Retail Merchants' Department of the Chamber has had active committees functioning along the following lines, and some of these still are at work: Grand Opera, Race Meet at Fair, Summer Closing Hours, Traffic and Parking, Publicity, State Fair Exhibit, Co-operative Delivery. The Department co-operated with the Stores Mutual Protective Association, which in the past year has apprehended more than 500 shoplifters, collected nearly \$10,000 worth of "bad" checks several years old, recovered over \$2,000 on fraud charge accounts and, in addition to securing jail sentences for several notorious shoplifters, recovered thousands of dollars worth of stolen merchandise.

Active co-operation in the following movements has been given by the Department: Auditorium, Music Week, Safety Council, Community Chest, Pacific Avenue Opening, City Welfare Department, Athletic Committee, Dallas Amateur Baseball League, Canned Foods Week, Thrift Week and other civic enterprises.

Trips to Community Fairs

THE Department sent representatives on Good-Will Trips to the following towns: Rockwall, Garland, Richardson, Grand Prairie, Carrollton, Lancaster, Hutchins, Mesquite; it also had representatives in parties visiting the six community fairs in Dallas County.

An extensive publicity campaign was conducted in 40 towns in the Dallas trade territory urging people: "If you cannot get it at home, buy it in Dallas."

Co-operation was given the Public School Officials in the establishment of Retail Selling Courses in Dallas high schools. Also, the Department co-operated with the Junior Chamber of Commerce committee on essay contests for high school pupils.

At regular intervals, bulletins were issued giving trade information, store practices, publicity about check forgers, crooks, etc. Pamphlets, booklets and mailing lists also were furnished to members giving them various data of value.

The Department worked in conjunction with the National Retail Dry Goods Association and the National Retail Secretaries' Association in many matters pertaining to National Legislation and other matters of importance.

The "Retail Advertisers," composed of the publicity men of our larger retail stores, was organized for the purpose of further promoting Dallas as a retail trade center. The Department also assisted in the organization of the Texas Retail Furniture Dealers' Association.

Saving Money for Members

INVESTIGATIONS were made and requests to members for donations were handled in scores of instances, thereby eliminating many "fakes" or unworthy propositions, at a great saving to our members.

The Department arranged closing agreements among retailers for the holidays and secured publicity in local papers to encourage early Christmas shopping. "Welcome" cards were furnished to merchants for the benefit of State Fair visitors.

The co-operation of the City Government was secured in the passage of ordinances affecting traffic, taxation, parking, anti-noise measures, sheds over sidewalks adjoining buildings under construction.

Active co-operation was given various local trade groups such as furniture dealers, clothing, millinery, grocery, jewelry and music dealers. Thousands of lines of publicity advantageous to retail activities were secured in class journals and local newspapers.

Making Dallas More Widely Known

CONSTRUCTIVE, dependable publicity is of ever-growing importance in community organization work and city building. It has always been the unswerving practice of the Dallas Chamber of Commerce to keep the value of its statements at par, if erring at all, always on the side of ultra-conservatism. We believe the statistics and word of the Dallas Chamber have unusually high rank.

The Research, Statistics and Publicity Department has furnished during the year articles on Dallas, or data for articles, often accompanied by photographs or cuts, to 55 publications, many of national importance. Notable in the list is an 8-page illustrated section on Dallas in one of the December issues of the Manufacturers' Record, Baltimore. It has sent out 70,000 pieces of printed matter, including a revised edition of "Dallas from A to Z." Revised data on Dallas for 10 directories, encyclopedias or atlases have been supplied. Nearly 4,000 letters seeking information on Dallas' advantages, asking where certain goods can be purchased here, etc., have been answered, and the Department has supplied information to visitors or over telephone in 4,000 instances.

The local daily press, always generous and public-spirited, has carried 2,400 items mentioning various Chamber activities. Likewise, the radio broadcasting station

WFAA, of the Dallas News and the Dallas Journal, has disseminated publicity on Dallas furnished by the Department. The Associated Press and the United Press, through mail editors, have sent out a number of Dallas stories furnished by the Chamber. Dallas motion picture films were borrowed from the Fitzhugh Film Company, Dallas, and loaned to the West Texas Chamber of Commerce, for showings in West Texas in connection with securing more exhibits for the Dallas Fair.

Research along various lines has been done for many Chamber members and considerable new statistics worked out during the year, appearing from month to month in "DALLAS," official Chamber publication. The Manager of the Department represented the Chamber at meetings at San Angelo, Brownwood, Ennis, Winnsboro, Fort Worth and several community fairs. He also served as secretary of the Dallas Day Committee.

Growth of Magazine "DALLAS"

THE magazine "Dallas," authorized by the Directorate two years ago for the purpose of keeping our members in closer touch with Chamber activities and stimulating "Dallas Spirit," as well as presenting fresh Dallas data to several hundred Northern concerns interested in the Southwest, closes its second year far more strongly entrenched in public favor. Its circulation averaged 4,500 monthly this year, as compared with 3,800 last year, and its gross income from advertising carried is approximately \$10,700, leaving some \$700 as net income for the year. National advertisers are becoming more and more interested in the publication, reaching as it does the business leaders of the leading city of the Southwest.

In addition to going to our members and to Northern and Eastern concerns which we are trying to get to place branches in Dallas, it is sent to Chambers of Commerce and public libraries in all the large cities of the Nation and to the Chambers in all Southwestern towns, as well as to Chambers in Mexico and to various persons or organizations both at home and abroad where it might be helpful to our Chamber or city.

OPERATING STATEMENT, DALLAS CHAMBER OF COMMERCE, FOR YEAR 1923 (December Estimated)

RECEIPTS—

Membership Dues and Budget Subscriptions	\$109,300
Magazine "DALLAS"	10,300
Miscellaneous	5,750

Total Receipts\$125,350

EXPENSES INCURRED—

Service Dept., including Membership and Finance	\$ 21,080
*Trade Extension—Wholesalers, Retailers, and Manufacturers	15,320
New Industries	4,930
Conventions	3,550
Agriculture	6,000
Traffic Dept. (Freight Bureau)	17,250
Research and Publicity	6,060
Executive Department	11,590
Magazine "DALLAS"	9,780
Junior Chamber of Commerce	1,500
Committee and Miscellaneous Expense	4,290
Maintenance of Building	5,990
Interest on Deferred Building Payments	5,840

Operating Expense\$113,180

Payments on Chamber of Commerce Home:

Principal	10,410
Improvements	760

Total Expense\$124,350

ASSETS—

Equity in Chamber Building (including improvements)	\$ 34,745
Furniture and Fixtures	7,377
Love Field Industrial District (common stock)	21,622
Accounts Receivable, \$12,000 (probably collectable)	4,900

LIABILITIES

Accounts Payable	6,500
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*Note: Does not include Merchants' Advertising Funds, Trade Trips, etc., which are financed by those participating. A complete audit of the books was made on June 30th, 1923, and will be repeated on December 31, 1923.

Advancing County's Agriculture



KEEN interest and excellent co-operation on the part of Dallas County farmers, coupled with the fact that more farmers than ever before are adopting the most advanced methods in the cultivation, gathering and marketing their crops, has made this the most active and successful year in the history of the Agricultural Department of the Dallas Chamber of Commerce.

Most of the work of the County Agricultural Agent and assistant, with offices at the Chamber of Commerce, has been conducted through six of the largest communities, and these in turn serve smaller communities, so that almost every man and boy is in close touch with the County Agent at all times.

Assist Many Farmers

A TOTAL of fifty-five communities has been reached during the year and more than 650 farmers and farm boys have been assisted in their work. The County Agent's office has made 880 farm visits, held 190 farm meetings and traveled more than 2,500 miles in conducting the work.

"During 1923 twenty fertilizer demonstrations were conducted on cotton in the black land district and sixteen cotton variety tests were conducted to determine the best variety suited to each locality. Practically all standard varieties of cotton were tested and little difference was found in the results. One of the main objects of the variety tests is to bring about the standardization of varieties in each community. This already has been started in three communities.

Fifteen corn demonstrations were held under the supervision of the County Agent. By a careful check it was found that an average yield of fifteen bushels more than adjacent farms could be obtained.

Increases Wheat Yield

TWO years ago, some of the wheat farmers of Dallas County secured two carloads of Kanred wheat from Kansas for seed purposes. This was distributed to 100 farmers and has increased the yield over native varieties on an average of eight bushels to the acre.

During the year sixty farm poultry flocks were culled for egg production and twenty-five poultry shows and schools of instruction were held. Two infertile egg associations were organized during the year and six others are in process of formation.

A strenuous campaign to eliminate scrub hogs in favor of pure bred stock has been conducted and scrubs are disappearing rapidly from the county.

Tests of dairy herds have been conducted periodically through the Dallas County Cow Testing Association and 130 cows have been examined. Several herds have been added to the list of tuberculin-free herds.

Plan Next Year's Fairs

IN the six communities where fairs were held in 1923 plans are being made for even larger and more comprehensive exhibits in 1924.

Twelve hundred and fifty boys were enrolled in the Boys' Agricultural Club. These are grouped in twenty-five community clubs, each conducting a special line of work as called for by community conditions. More than \$1,200 in prize money has been won by the boys at the community and State fairs.

With Rural Women and Girls



REPORTS of the County Home Demonstration Agent and Assistant show work conducted through 30 womens' clubs with an active membership of 809 and 15 girls' clubs with an active membership of 321. Demonstrations were given in care of poultry, home improvement, food preparation, nutrition, handicraft and home beautification. Emphasis was laid on the kitchen contest, girls' and women's bread-making competition, girls' clothing-making contest and the training of 12 poultry judging teams. Six women completed the kitchen contest, which lasted six months, winning \$24 in prizes.

Twenty-five girls entered the bread-making contest; Miss Louise Zeibel, of Trinity Heights, winning first prize, a trip to the A. & M. Short Course. Fifty-one women representing 33 communities entered the preliminary bread project. Mrs. W. M. Manning, of Richardson, won first place and was awarded a free trip to the A. & M. Short Course. In the State contest there she won fourth place, and since then has demonstrated for a Northern milling company's flour at five Community Fairs and the State Fair.

Twenty-five girls entered the clothing-making contest, with 12 of these finishing complete school costumes and one an afternoon dress. Miss Bonnie Johnson, of Lisbon, won first place, and at the State final in July she was also the champion, the prize being a \$60 sewing machine given by Sanger Bros., of Dallas.

Training Local Leaders

MUCH of the efforts of the Home Demonstration Agent and Assistant has been centered in training local leaders to give demonstrations. Ninety-three training meetings were held for the women, with an enrollment of 925, and 12 such meetings were held for girls. A total of 568 women and girls rendered 525 days of voluntary service in demonstrations of food preparation, hot lunches, table service, clothing-making, gardening, flowers and community fairs.

The County Home Demonstration Agents held 361 demonstration meetings with an attendance of 48,976. Twenty-one of the women's clubs had yearly programs or year books, four of which were printed. Six community fairs were held with 298 women rendering voluntary service and from 195 to 391 entries made at each fair. In all contests and Fairs during the year Dallas County women and girls were awarded prizes totaling \$771. Two girls in fourth year work and one in first year won first prize for complete exhibits and are eligible in the four State Fair scholarships of \$200 each.

Miss Janise Myler, of Lisbon, who won the State bread-making contest last year, has received recognition from the National Boys' and Girls' Congress as having the most outstanding bread-making record in the Nation.

Miss Ruth Southerland has been appointed Assistant County Home Demonstration Agent, succeeding Miss Josephine Ownsby.

Extending Dallas' Foreign Trade



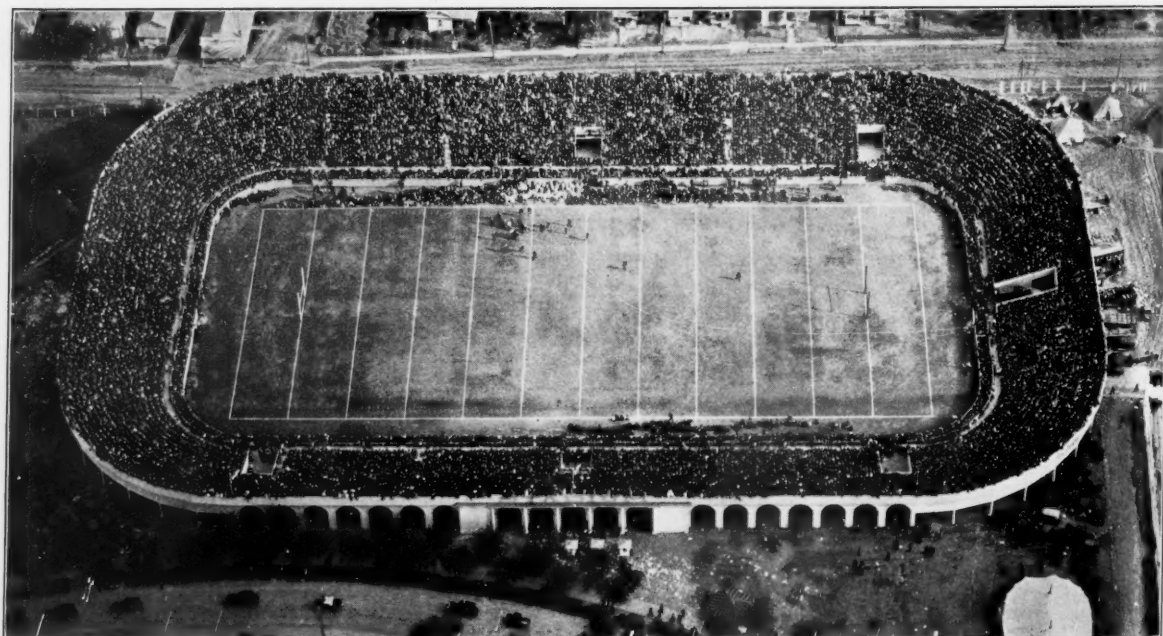
WITH the recognition of the Mexican Government by the United States came increased opportunities for business with that Nation, and the recently reorganized Foreign Trade Committee has been actively studying the field. The Foreign Trade Committee has been of assistance to a number of members who are now doing an export business or who are making plans to go into the foreign market. As the manufacturing industry grows here, this department of the Chamber will become increasingly important. The Department maintains Spanish translation service for the use of members, which has handled several thousand letters this year. It also furnishes special courtesies to visiting buyers or officials from foreign countries, and aids at all times in cementing further the good will existing between the people of Dallas and Mexico, Latin-American countries, and other foreign nations.

1,150 New Members Secured



THE Service Department, charged principally with the responsibility of handling membership activities, has secured about 1,150 members so far this year. This brings our total membership to approximately 3,000, the highest point in the history of the Chamber. It is the goal of the Department to reach 4,000 members by the end of 1924. In accomplishing this undertaking, the Department will need the assistance of the entire present membership and each member will be called on, at some time during the year, to assist in adding some firm or individual to our ranks who is eligible and ought to be helping the present loyal members in supporting the organization.

The Service Department held a number of noon luncheons during the year and is planning similar activities in 1924. It is expected that several speakers of national prominence will be brought to Dallas to address these gatherings. The Department will publish twice annually a list of the members of the Chamber, showing respective business connections. A service bulletin showing new concerns and changes in addresses has been issued weekly. The Department desires to give full service to members and welcomes all suggestions and requests for such service.



(c) Fairchild Aerial Camera Corp.

Airplane view of 15,000 witnessing University of Texas defeat Vanderbilt on Stadium Gridiron, at Fair Park, Dallas—the Athletic Center of the Southwest.

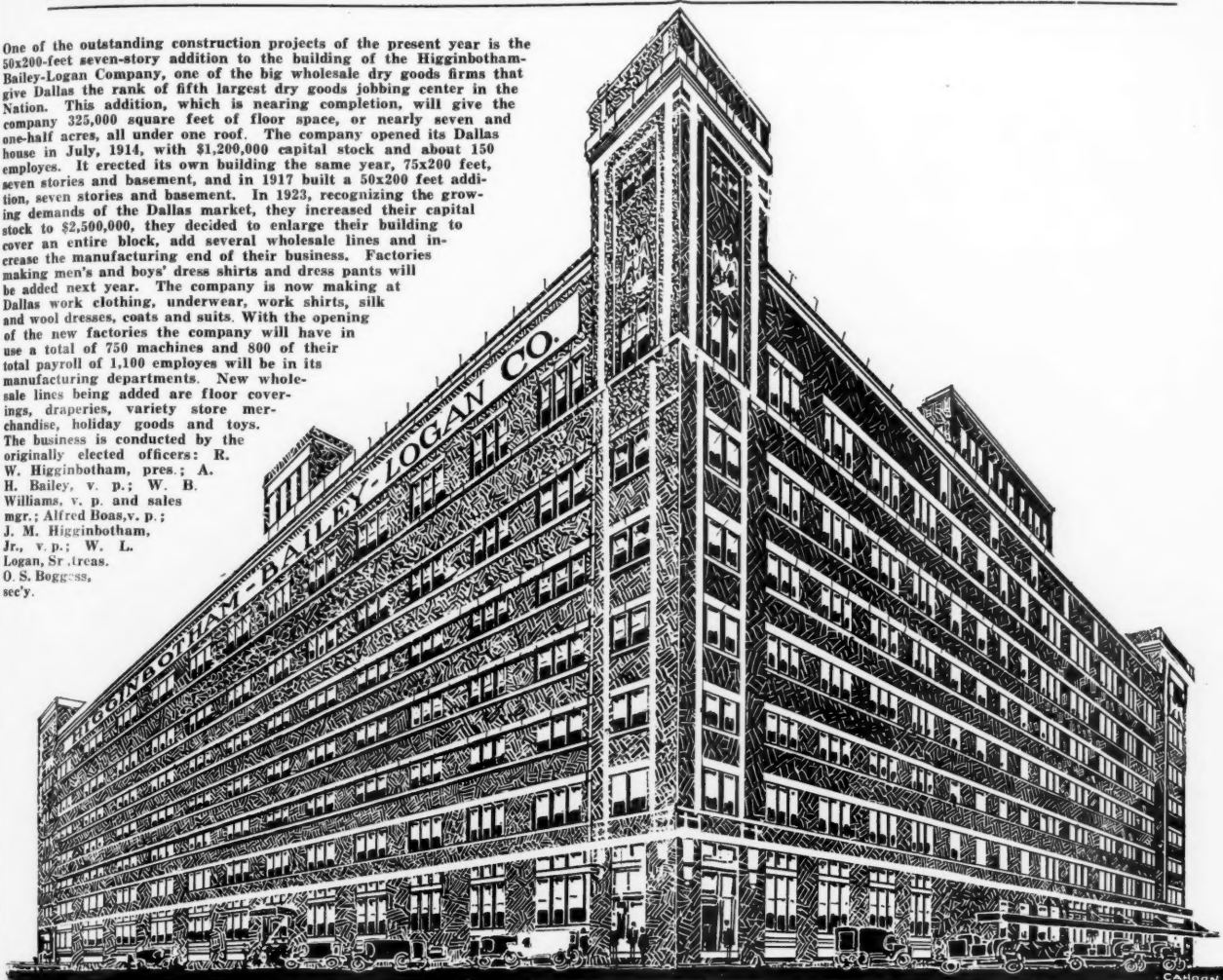
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One of the outstanding construction projects of the present year is the 50x200-foot seven-story addition to the building of the Higginbotham-Bailey-Logan Company, one of the big wholesale dry goods firms that give Dallas the rank of fifth largest dry goods jobbing center in the Nation. This addition, which is nearing completion, will give the company 325,000 square feet of floor space, or nearly seven and one-half acres, all under one roof. The company opened its Dallas house in July, 1914, with \$1,200,000 capital stock and about 150 employees. It erected its own building the same year, 75x200 feet, seven stories and basement, and in 1917 built a 50x200 feet addition, seven stories and basement. In 1923, recognizing the growing demands of the Dallas market, they increased their capital stock to \$2,500,000, they decided to enlarge their building to cover an entire block, add several wholesale lines and increase the manufacturing end of their business. Factories making men's and boys' dress shirts and dress pants will be added next year. The company is now making at Dallas work clothing, underwear, work shirts, silk and wool dresses, coats and suits. With the opening of the new factories the company will have in use a total of 750 machines and 800 of their total payroll of 1,100 employees will be in its manufacturing departments. New wholesale lines being added are floor coverings, draperies, variety store merchandise, holiday goods and toys. The business is conducted by the originally elected officers: R. W. Higginbotham, pres.; A. H. Bailey, v. p.; W. B. Williams, v. p. and sales mgr.; Alfred Boas, v. p.; J. M. Higginbotham, Jr., v. p.; W. L. Logan, Sr. treas. O. S. Boggess, sec'y.



Banquet Given Football Team of S. M. U.

Under the sponsorship of the Athletic Committee of the Chamber of Commerce, Woodall Rogers, chairman, a banquet was tendered to the football squad of Southern Methodist University by citizens of Dallas on Nov. 30th in appreciation of the splendid record made by the "Mustangs" this year, reflecting credit alike on the 9-year-old school and its home city. The Mustangs played nine games without a tie or a loss, amassing 207 points against a total of 9 for their opponents. Since five of these were Southwestern Conference games, as compared with two Conference games won and one tied by the University of Texas, the next best record, the Mustangs were officially ranked as the Conference champions. The banquet was on the night following the brilliant Thanksgiving game when some 17,000 fans at the Fair Park Stadium saw Baylor defeated by S. M. U. 16 to 0. At the banquet Logan Stollenwerck, of Hillsboro, quarterback, was elected captain for 1924 and Lawrence Reisor, of Celeste, fullback, was voted by his comrades the most valuable all-round player of the Mustangs this season and awarded the Geo. A. Brewer Cup.

City's First Community Chest Campaign Successful

DALLAS' first Community Chest campaign, carried out last month, was successful, the budget of \$475,000 for the financing of 32 non-sectarian philanthropic agencies now having been practically all raised. C. E. Calder, who has directed the campaign for funds, has been given high praise for his work, and also all other workers in the campaign. Directors of the Chamber of Commerce passed a resolution of appreciation for the efforts of Holmes Green, chairman of the investigating committee. A. C. Bigger, chairman of the organization committee, and Mr. Calder and all committee members and workers. Decision to organize the Community Chest here came only after long investigation by Mr. Green's committee.

Secretaries and County Agents to Meet Here

Dallas has been selected as the place for the next meeting, some time in January, of the Chamber of Commerce executives and County Agricultural Agents of North Texas, designed to promote closer co-operation, chiefly with a view of further development of agriculture. The conference in November was held at Waxahachie and local men attending were A. B. Jolley, County Agent, and Joseph Leopold, in charge of the South Central Division of the U. S. Chamber of Commerce, with headquarters at Dallas. Charles Saville, general manager of the Dallas Chamber, was unable to go on account of the Community Chest campaign.

Theater for Conventions

The directors of the Chamber have passed a resolution thanking Karl Hoblitzelle, president of the Interstate Amusement Company, for his tender of the free use of the Majestic Theater from 9 a. m. to 1 p. m. daily for convention purposes. This public-spirited co-operation is all the more valuable since we have no large downtown auditorium.



NEW CHAMBER OF COMMERCE HOME
"Powerhouse of the Famous Dallas Spirit"

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR
M. L. BOHAN, ADV. MGR.

Vol. 2 December, 1923 No. 12

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ADVERTISING RATES ON APPLICATION

Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member Chamber of Commerce of the United States

What President Coolidge Thinks of Chambers of Commerce

The President of the United States, Calvin Coolidge, in a recent letter to the Secretary of the Jacksonville, Fla., Chamber of Commerce, had this to say about chambers of commerce: "The work of organizing the industrial and commercial agencies of every community, as carried on through Chambers of Commerce and like instrumentalities, is manifestly of the greatest importance in the proper development of each individual community. It has an extremely important place, also, in connection with the co-ordination of the interests and activities of different communities and sections of the country. A well conducted and intelligently directed organization of this kind is certain to be of great value to every citizen."

The Miracle of American Accomplishment

"Here is a Republic with a relatively short National history of a century and a half, entrusted with the natural resources of a continent, and that continent open to the development of the white race barely three short centuries. In that three centuries, American energy and skill and character have so faithfully administered the talents entrusted to them in this new continent, that in three centuries there has been an accumulation of National wealth exceeding \$300,000,000,000, with its nearest rival, the British Empire, with ten centuries of accumulated effort, reaching the aggregate of only \$170,000,000,000."—From an address by Julius H. Barnes, president of the Chamber of Commerce of the United States, before the Boston Chamber of Commerce.

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American Globe Gives Dallas Publicity

The American Globe, styled as the Pacific Trade Review, celebrated its twentieth anniversary with a California-Texas issue in October. In securing data on Texas, William J. Schaeffle, the editor, visited this State, spending some time in Dallas, which was given more prominence than any other Texas city. The issue also carried a two-page article on Dallas prepared by the Dallas Chamber of Commerce and accompanied by the well-known "Dallas-by-Night" photograph taken by V. H. Schoffelmayer. The American Globe is published monthly at Los Angeles.

Way Cleared For City's Sixth Interurban

The long controversy over the use of Fairmount Street for the interurban to Denton, which has held up the construction of the line since last year, has been settled amicably, with property owners along the street to be reimbursed for damages to their property. Fairmount Street is to be widened 16 feet and will be paved, it is announced by T. M. Cullum, chairman of the Chamber of Commerce committee which had the adjustment of the matter in hand. The interurban interests have agreed to pay their share of the paving. Money to be given property owners for damages will be used by them in the improvement, it is said. A new line of track will be laid out Fairmount from McKinney Ave. to Wolf Street; tracks of the Lake Avenue car line will be used to the end of the line and new tracks built to connect with the Missouri, Kansas and Texas Railway Denton line, which will be electrified and used jointly by steam and electric interurban trains. Mr. Cullum said that the settlement of the controversy was made possible by the co-operation of the Chamber of Commerce, the City of Dallas, the trustees of the Love Field Industrial District and all interested property owners and citizens.

How This Magazine Helps Dallas

THE following paragraph is from a letter recently received by the Chamber of Commerce from a big manufacturing concern that is a prospect for the location of a large distributing branch at Dallas, written after having received "Dallas" for about a year:

"We have always been very much interested in your city and the remarkable growth it is making. Your magazine 'Dallas' has helped us visualize the wonderful stride your city has made and is making, and we do not need anything else to convince us that there are wonderful opportunities in the Southwest."

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Chamber Handles Many Interesting Letters

Among the 4,000 or more letters of inquiry handled annually by the Research, Statistic and Publicity Department of the Chamber of Commerce are many with most interesting angles. An example was one received last month from Raphael W. Betz, of New York City, who said that he had nearly \$200 in the old Western Bank & Trust Company at Dallas when it went into the hands of a receiver about fifteen years ago. In a half-hearted way he asked whether it would be possible to recover any of the amount. The letter was referred to L. C. McBride, receiver, who immediately forwarded Mr. Betz dividend checks, the total dividends having been 41%. He told Mr. Betz he had made every effort to locate him, and although the estate had been closed for many years, he has at hand the money of those he has been unable to locate. Doubtless, Mr. Betz greatly appreciated this Christmas surprise.

Another interesting letter received last month was from a representative of the Turkish Government who wished to get in touch with an expert to teach cotton raising in an agricultural college in that country. Local publicity was given to the letter and more than a half a dozen cotton experts have written to the representative of Turkey.

Chamber Members Hear Theodore H. Price

At a joint luncheon with the Electric Club on Nov. 5, Chamber members had the privilege of hearing Theodore H. Price, editor of Commerce and Finance, New York City, who was in Texas to address the convention of the Associated Advertising Clubs of Texas, at Corsicana. His address was devoted largely to appeals for improved methods of agriculture. At the Corsicana meeting, Mr. Price advanced the suggestion that Texas hold an international exposition in 1924 to celebrate the centennial of the birth of the State.

The Chamber of Commerce also gave an informal dinner on Nov. 12, honoring members of the Congressional Committee who were here to ascertain how the Federal Reserve system can secure a larger membership of the smaller banks.

A breakfast was tendered by the Chamber and local business men to F. W. A. Vesper, former Dallas automobile dealer, on Dec. 8. Mr. Vesper is the retiring president of the St. Louis Chamber of Commerce, and was one of the party of directors of the National Bank of Commerce of St. Louis who passed through Dallas on their return from a tour of Mexico.

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214 BROWDER ST. DALLAS

Many New Concerns for City

NEW concerns for November, as announced by the New Industries Department, are as follows:

Angelo Fish & Oyster Company, 1721 N. Central Avenue; H 5964.
Associated Business Engineers, 838 Wilson Bldg.; auditors; X 5709.
J. B. Bassett Furniture Co., 609 N. Akard St.; X 5016.
Alfred C. Bierman, 311 Southland Life Bldg.; geologist; X 3641.
A. H. Birmingham, 318 N. Ervay St.; cleaning and dyeing; X 5089.
Booklovers Shop & Library, 828 West Jefferson St.; C 2883.
R. E. Buckley Oil Company, Ewing Ave. and Santa Fe Railway; C 0923.
Bywaters & Company, 1604 Magnolia Bldg.; insurance agency; X 2728.
C. & O. Tailors, 1634 Bryan Street; X 4718.
Chicago Automobile Paint Co., 2815-17 Main St.; Y 1321.
Clanton's Shoe Shop, 612 E. Jefferson St.; C 1326.
Clements-Cammack Realty Company, 1019 Mercantile Bank Bldg.; X 2997.
Coats Market No. 4, 505 S. Rosemont Ave.; C 1808.
The Commerce Hotel, 2013 Commerce St.; Y 2335.
Community Cleaners & Pressers, 3637 Colonial Ave.; X 1769.
Frank Cook, 213 Andrews Bldg.; real estate; X 6922.
Cox-Roberts Advertising Agency, 605 Melba Bldg.; Y 1455.
Cozy Corner Cafe, 1901 Live Oak St.; Y 1753.
Dallas Battery Exchange, 2007 N. Akard St.; Y 5408.
Dallas Plastic Art Works, 1010 Western Indemnity Bldg.; X 4677.
Dernier & Wilson, 1116 Magnolia Bldg.; investments and loans; X 2182.
Easterwood & Company, 525 S. Akard St.; merchandise brokers; X 1336.
Ellis-Dumas & Company, 805 Praetorian Bldg.; investments and loans; Y 2377.
Fairland Amusement Company, 301 Simpson-Whiteman Bldg.; K. C. Harrington, president; to build large amusement park; X 8374.
Ferguson Bros. Oil & Gas Company, 3435 Commerce St.; filling station; Y 1786.
The Fink Company, 302 N. Market St.; groceries; X 4674.
Goodrich Sign Company, 826 W. Davis St.; C 0215.
Greenville Market Place, 2010 Greenville Ave.; H 1168.

Grove Hill Monument Works, Orphan's Home Road; H 9912 J-2.
Highland Park Hardware Company, DeLoache Building, Knox St.
J. H. Hill & Lee, 911 Kirby Bldg.; oil; Y 2481.
Ed. Hulen, 3228 Commerce St.; feed and grain; Y 1486.
Ideal Pharmacy No. 2, 4301 Colonial Ave.
Jeanes Beauty Shop, 604 E. Jefferson St.; J 9387.
Jones & Knight Company, 1411 S. Ervay St.; groceries; X 6092.
Kelley & Dressel, 3419 Main St.; garage; Y 1824.
H. L. Kelly, 2101 N. Pearl St.; grocery; X 2786.

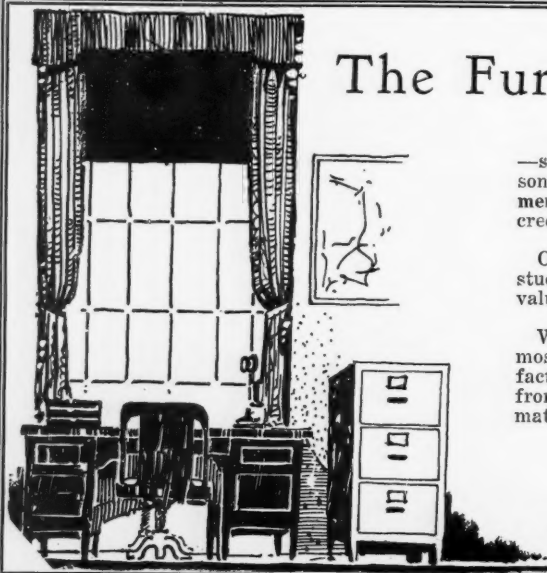
Kerley & Drake, 1901 Cedar Springs Road; produce; X 5963.
King's Cafe, 2227 Main St.; X 2374.
Knox Street Bakery & Pastry Shop; DeLoache Building, Knox St.
L. & D. Market, 3921 Cedar Springs; groceries; A 3921.
J. H. Lawler Tailor Shop, 218 S. Jefferson Ave.; Y 1876-R.
Logsdon & Weatherford, 3205 Commerce St.; printers; Y 1412.
Marland Oil Company, Mercantile Bank Building; home office, Ponca City, Okla.
Mexican Land Syndicate, 1812 Main St.; X 5004.

New Home of Packing Company



Jacob E. Decker & Sons have recently occupied their new branch house at 2227 Griffin street. It is a two-story and basement structure, 75x100 feet, equipped with a special 18-ton refrigerating plant, with more than 6,000 square feet of refrigeration. The building, which contains 18,000 square feet of floor space, and is served by the M-K-T Railroad, cost \$100,000 complete, and was designed by C. H. Briesenbeck and built by Hickey & Montgomery. This branch is equipped to boil hams and process or smoke fancy and standard grades of sugarcured meats. The company opened a branch here three years and seven months ago, and have reported steadily increasing business necessitating larger quarters. Headquarters and main plant of the company are at Mason City, Iowa, with S. L. Ford, district manager for the Southwest, and Walter Huntley, local branch manager.

The Furniture for the Office



—suggests the character of the man, just as does his personal appearance. Give the selection of your office equipment careful consideration, that your office may reflect credit to you.

Our years of experience in the business and careful study of the office problems place us in position to offer valuable suggestions.

We have equipped completely many of the largest and most completely furnished offices in Dallas. Our manufacturing connections permit us to furnish you anything from the most insignificant piece to the most elaborate matched suit.

Stewart Office Supply Company

X 6461

1810 Main St.

Mexico Restaurant, 208 S. Ervay; X 6017.
Non-Commission Realty Exchange, 515 Sw. Life Bldg.; X 8304.

W. H. Norris Lumber Company, 115 Poydras St.; X 2586.

Olds Motor Works, 2500 Commerce St.; factory branch for Texas for distribution of Oldsmobile cars; Y 1820.

One-Day Paint Shop, 2121 Pacific Ave.; automobile painting; Y 3562.

Pacific Shoe Repair Shop, 111 St. Paul St.; X 2379.

Parks & Elrod, 2101 South Ervay St.; groceries; E 1733.

Perfecto Cleaners, 3902 McKinney Ave.; H 8906.

Recreation Bowling Alleys, 1808 Jackson St.; X 4587.

Rudolph's Market No. 2, 2906 Ross Ave.; H 9884.

H. F. Solomon, 2227 Main St.; automobiles; Y 1843.

Southern Bond & Mortgage Company, 1014 Sw. Life Bldg.; X 2705.

Southwestern Fish Market, 2010 Colonial Ave.; J 7550.

Square Deal Garage, 2031 Elm St.; X 6544.

Texas Confectionery Company, 1114 S. Akard St.; wholesale; X 5263.

Theater Electric Light Company, 208 N. Akard St.; light plant for group of theaters; E. B. Thomas, president.

Tarver Wall Paper Store, 1608 Commerce St.; X 3759.

Universal Polish Manufacturing Company, 911 Camp Street; manufacturers of shoe polish; J. J. Cunningham, president, E. D. Hughes, sales manager; formerly at Houston; X 3602.

Verdun Service Station, 827 S. Peak St.; filling station; H 3647.

Vogelsang & McQuage, S. Ervay and Jackson Sts. (second floor); cotton exporters.

H. E. Wambacker, 2003 Allen St.; groceries; Y 1859.

William E. Wright & Sons Company, Orange, N. J.; granted permit to do business in Texas; H. R. Clancy, 1408 Marilla St., state agent.

Wynne Hardware Company, 4312 Bryan St.; retail; H 9863.

Purchase Site For Big Carnival Park

A tract of 65 acres on the Terrell interurban and Scyene road, about two and one-half miles east of the city limits, has been purchased as the site of "Fairyland," to be developed into a \$1,000,000 amusement park, according to E. E. Harrington, former president of the Fairyland Amusement Company, Kansas City, who, with several associates, will build the park. John C. Riner, of Kansas City, is to manage the park, which is to be opened next spring, according to plans. A large outdoor swimming pool, a dance hall with capacity of 2,000 couples, a band shell, several riding devices and picnic facilities are to be among the features.

Commercial Printing Company Advertisers Dallas

Page advertisements were carried in the September, October and November issues of "Postage," by the Commercial Printing & Letter Service Company, of Dallas, setting forth in strong terms the advantages of Dallas as a distributing point for the Southwest, in connection with describing the facilities of the company. W. Marion Newman, president of the company, was elected a member of the board of governors of the Mail Advertising Service Association of North America for a three-year period, at the St. Louis Convention in October.

BUILD DALLAS

Through the Mail



THE growth and development of our city during 1923 is due, in no small part, to the wonderfully fine spirit and work of the *Dallas Chamber of Commerce*.

Each succeeding annual report of our Chamber emphasizes the value of concerted action in *Advertising* to attract new business and bring new industries to Dallas.

Build with the Chamber for Dallas, and Dallas will be built for *you*. Let us cooperate in making your *Direct Advertising* achieve that end.

Commercial Printing and Letter Service Co., Inc.

First floor, North Texas Building
911 Main Street, Dallas
X-3393, Y-4177

W. MARION NEWMAN
HOWARD T. NEWMAN

JOHN R. [BOB] SIMS, JR.
THOS. R. NEWMAN

Banker Outline Business Fundamentals

Of keen interest alike to all business men and bankers, as well as to accountants, is the address of B. A. McKinney, Governor of the Federal Reserve Bank of Dallas, delivered before the annual convention of the Texas Society of Certified Public Accountants, held here the latter part of October. For this reason the address is carried in part in this issue.

By B. A. McKINNEY, Governor Federal Reserve Bank of Dallas



ONE of the principal functions of the executive men of the Federal Reserve is to pass upon credits; therefore, we have an operating department as nearly up-to-date as we can and well organized and, naturally, we come in contact with the work of some of you and your associates and collaborators every day. I used to say, as I was telling Doctor Frank this morning, that when my boy gets up a little bit bigger I know of nothing that would please me more than to have him identified with the credit department of a great bank, because, if he has the right stuff in him, the experience that he will get in that capacity, in that work, will teach him and enable him to learn the value of truth and accuracy and, if he has the right mettle in him, he will learn to despise a falsifier and love an honest man.

I think the same thing can be true of your business, because as you go over the country looking into the affairs of business concerns here and there you are enabled to see how many fail not altogether for lack of business, but for lack of honesty and frankness and sincerity. You learn that a lie is only a temporary, a very temporary expedient, but truth will carry you further than anything else. The fact of the business is that in all departments of life the people are hungry for the truth. It is true in religion, in science and in the law, as well as it is in commercial life.

Change in South's Attitude

PRIOR to the establishment of the Federal Reserve Banks in this country nine years ago the South, particularly, knew very little about financial statements and particularly audited statements, except in the case of the very large enterprises who borrowed their money away from here. I recall that the bank with which I was connected in Oklahoma, with deposits of one million dollars and quite

a volume of business, had on hand at the time the Federal Reserve Banks were organized only three or four financial statements, but because of the regulations and requirements of the Federal Reserve Board and the Federal Reserve Banks in order to make their paper, which we had to take in in the usual course of our business, available and eligible for rediscount, we were forced to change our methods and now that bank not only has a complete file of personal statements, but to the extent that they might be well expected in a town of that size they have audited statements in some numbers.

The personal statement prepared by the beneficiary of the credit is defective, in the first place, because it is made up by a man who, from a desire to secure credit, is at times disposed to put his affairs in the most attractive light in order to gain more credit. Not only is that so but in many instances he is incompetent and, though honestly disposed, he pictures his affairs so that the credit department of the bank cannot make a proper analysis. Therefore, I have no doubt in the operation of our bank up here on the corner that we have returned a great many notes as unacceptable from a credit standpoint, which, if the affairs of the concern had been reviewed by a Certified Public Accountant, the notes would have appeared attractive to us and, perhaps, eligible.

I am quite sure that a great many of you have knowledge and, perhaps, many of you accurate knowledge of what constitutes eligibility under the rules and regulations of the Federal Reserve Banks, but I want to review it or state it briefly here. Under the regulations of the Federal Reserve Board, as they exist today, no unsecured note of \$5,000 or more is eligible for rediscount, unless accompanied by a financial statement, or, at least, the bank certifies that it has one on file. That, of course, in-

cludes statements made by the borrower and yet at the same time an Auditor's statement is not only acceptable, but much greater to be preferred.

The purpose of that statement, whether personal or Auditor's, is twofold. Naturally, the primary thing we want is the credit position of the borrower and I need not dwell upon that, but the next thing we want is to be able to apply the test of eligibility. Eligibility, briefly stated, is dependent upon the use of the proceeds of the note offered. No note given for investment purposes, for speculative purposes, when carrying or dealing in real estate, stocks and bonds or financial paper is eligible for rediscount, no matter how attractive the statement of the borrower may be and no matter how secure. A note to be eligible must be one the proceeds of which have been used or are to be used in one of the several States relating to the production or marketing and distribution of commodities. Therefore, merchants' paper and manufacturers' paper is eligible for rediscount, provided it is accompanied by the proper showing of all the facts to determine in connection with the statement of the manufacturing, jobbing or trading concern, or, an ordinary merchant is eligible. We have set up the rule that whenever the quick assets exceed by a reasonable margin the current liabilities that note becomes automatically eligible, whether acceptable from a credit standpoint or not. That is one difficulty we have with our member banks. Many times we have been required under the terms of the Federal Reserve Bank to return a note, the credit position of which was A-1, and accept a note which fairly reflects a satisfactory credit position but which wasn't as good from a credit standpoint as the former strictly upon the proposition that the proceeds of the latter note were used in the usual commercial business of

(Continued on Page 20)



Call **Sprague**
FREE TIRE SERVICE



PONDER GREER, Manager

2101 Commerce Street • Telephone Y 5418

The Following Accountants, Resident In Dallas,
Are Members of the
American Institute of Accountants
and of the
Texas Chapter
American Institute of Accountants



ARTHUR, JOHN F. STUART,.....	X 4095.....	901-4 Praetorian Building
(a) GORDON, H. E.....	X 1962.....	524 Wilson Building
(a) *HARRIS, J. C., C. P. A.....	Y 3731.....	601 Praetorian Building
*HOFFORD, GEO. M., C. P. A.....	X 2969.....	1008 Amer. Exch. Bank Building
*HUTCHINSON, JOSEPH E., C. P. A.....	Y 3731.....	601 Praetorian Building
*HUTCHINSON, J. E., JR., C. P. A.....	Y 3731.....	601 Praetorian Building
*McELROY, JOSEPH, C. P. A. (Mo.).....	Y 6259.....	300-1 Insurance Building
*McNEILL, THOS. C., C. P. A.....	X 4095.....	901-4 Praetorian Building
MERKLE, A. E., C. P. A. (N. Y.).....	X 1568.....	713 Central Bank Building
*MOSS, ALBERT G., C. P. A.....	X 4095.....	901-4 Praetorian Building
*NELSON, J. R., C. P. A.....	X 2074.....	1717 Amer. Exch. Bank Building
*PETER, W. P., C. P. A.....	X 4095.....	901-4 Praetorian Building
(a) *PRINCE, W. D., C. P. A.....	Y 3731.....	601 Praetorian Building
(a) *ROQUEMORE, O. G., C. P. A.....	Y 3731.....	601 Praetorian Building
*SMITH, LOYD B., C. P. A.....	Y 3731.....	601 Praetorian Building
*WILLIAMS, L. A., C. P. A.....	X 7571.....	713 Kirby Building

(a) Represents associate members of the American Institute.

Those that are thus designated * are licensed to practice as Certified Public Accountants of Texas, by the State Board of Public Accountancy of Texas, which is one of thirty-nine such State Boards with which the American Institute of Accountants co-operates in giving examinations to applicants to practice as certified public accountants.

The purpose of the Texas Chapter of the American Institute of Accountants is to admit none to membership except those who are qualified to render efficient service.

A Constructive Banker

THE business man should be careful to choose a banker who is ready and willing to give him financial and business advice. From the standpoint of investments this is doubly important. Many banks have regular industrial service departments which undertake to help customers in this way. A man's investments may have a very direct bearing on the success of his business. The alert, progressive banker often can be of assistance.

An automobile dealer in the middle west found himself in dire financial straits. He went to his banker for help, and the banker, instead of upbraiding the customer, said: "Mighty sorry you've gotten into this condition, but maybe we can get you out of it O. K. I'll put on my hat and go over to your place and see what can be done."

In making the survey of the situation the banker, by reason of his training, naturally discovered things which had escaped this dealer, who was a business-getter, an enthusiast, a selling success and an executive. The remedy was not a loan, but the business was more firmly established than ever and the dealer did not need to borrow money.

In modern business such bankers can not get that personal contact in the many situations, and it is gratifying to our profession to know that such business men and bankers seek the modern means to work for their mutual interests. The business and professional men of our city appreciate such public statements of facts as given in the address of Mr. B. A. McKinney, of Dallas, Governor of the Federal Reserve Bank, before the recent meeting of the Texas Society of Certified Public Accountants.

E. V. BECKER, C. P. A. (Brunken & Becker)
 W. D. BRUNKEN, C. P. A. (Brunken & Becker)
 LUKE B. GARVIN, C. P. A. (Atkinson & Garvin)
 C. G. MORGAN, C. P. A. (Morgan & Pickett)
 JOHN S. OGLESBY, C. P. A. (John S. Oglesby)
 C. H. SCHOOLAR, C. P. A. (Scholar, Bird & Co.)

CERTIFIED PUBLIC ACCOUNTANTS
 (Under Laws of State of Texas)

the United States. The reason that the framers of the Federal Reserve Act put that in was to insure that the resources and reserves of the member banks of the association should never be invested in frozen and unliquidated notes and the reasoning of that is sound.

Heavy Deposits in Bank

AT the present time we are holding in the Federal Reserve Bank \$56,000,000 of the deposits of the banks of this country, constituting their reserve balances and, therefore, it behooves us to invest that money so that we can in time of stress make it available for those member banks for meeting their own demands. On the first day of September, 1923, we reached the maximum in loans to member banks in this district of a few thousand dollars less than \$50,000,000.

In order to give you and our distinguished visitors here from the Republic of Mexico, or any others who do not live in this State, some idea of the wonderful liquidating power or, rather, the recuperating power of this great State in which we live—on the first of September when these banks began to pay us at the rate of \$1,000,000 a day so fast did the money pile up that it was necessary for us to get it back into the channels of commerce. We went out of this country. We went to the East and have purchased \$30,000,000 worth of Bankers' Acceptances, which I might say are the highest grade of credit instruments known to the world. In that way we help carry the burdens incident to the movement of commodities, as they develop in other sections of the United States. Therefore, we are enabled to pay them back the favor which they have extended to us every year in this country since the Civil War and I think it should be a matter of pride to every Texan and every citizen of this Federal Reserve District that the Federal Reserve Bank is playing its part in helping to move the commodities and carry on the legitimate commercial business of the country, regardless of whether it originates in the Eleventh Federal Reserve District or not.

Praises Public Accountants

I THINK great responsibility is attached to the work of the Certified Public Accountants. Only in recent years have you really come into your own as one of the highest callings men can engage in in this country. The very nature of your work, the quiet manner in which you go about it, the necessary confidential relations, which exist between you and those whom you serve, eliminates all possibility of any spectacular demonstration and, therefore, the public does not probably appreciate and understand the value of the work that you do like some fellows sitting where I am who get to see every day reports of Auditors coming from all over this district and other districts, too.

You have another peculiar situation to which reference has been made,

I am sure, by other folks, which has often occurred to all of you and that is that you are employed in most cases by a concern or individual, whose affairs you want to check, and, therefore, it takes a man of strong character and determination and honesty to be able to discharge his duty to the creditors and prospective creditors while dealing with the individual who pays you and whose right to hire you secures you the appointment. I said to Mr. Cole or somebody on the outside this morning that the number of instances in which Certified Public Accountants have betrayed their trust and colluded and co-operated with the subject under inquiry are very rare; in fact, I know of none. And, therefore, I congratulate you upon the fidelity with which you have discharged your duties, so far as it has come within my knowledge and I trust these organizations will serve to keep that standard up to its present position.

1924 State Fair Dates Are October 11th to 26th

Dates for the 1924 State Fair of Texas have been set by the directors for Oct. 11th to 26th inclusive, or starting two days earlier than the Fair this year. The report of Secretary W. H. Stratton showed the gross income from this year's Fair to be \$423,493 and a net income of \$76,250. The report stated that the present Coliseum will be converted into a much-needed agricultural exhibit building in time for the 1924 Fair. This will give this most important class of exhibits the best position on the Fair grounds.

T. & P. Makes Big Rate Concessions in West Dallas

INDUSTRIAL plants in the territory extending six miles west of the present city limits will be permitted to enjoy the same shipping rates which those within the city limits now have, under a concession made the last month by the Texas & Pacific Railway. Heretofore, switching charges from West Dallas into the city to reach the other railroads have been made. Application has been made to the proper rate-making bodies for the change and formal approval is expected within a few weeks, according to J. B. Payne, traffic manager of the T. & P.

This concession will mean an annual decrease in revenue of around \$500,000 to the T. & P. on the present volume of business. It is a progressive, far-sighted move. Not only will it aid in further development of the nine principal industries now located in the western district, including oil refineries, cement factories and sheet metal works, but it will also be an incentive to the establishment there of many other factories of various kinds. Thus in time the present loss to the road will be overcome by a greater volume of business.

"IT IS A FACT"

The "*Impression*" you make now will remain long after you are forgotten.

UNITED STATES MANIFOLD CO

1314½ MAIN STREET

DALLAS - TEXAS

PHONE Y 5952

*Specializing in Typewriter Ribbons
and Carbon Papers*

Re-Paint Now!

Winter is here.

If you have neglected putting your property in condition to withstand the rain and cold, paint now.

A weather-beaten house is a liability. Make it an asset by protective painting. It will look better, too.

We make paint—in Dallas—and make it right. It stands up under every test.

A paint for every purpose.

Whether a gallon or a carload, let us fill your needs.

American Paint & Supply Co.

Factory and Office, DALLAS, TEXAS

C. H. SEABROOK, Vice Pres. and Sales Mgr.

November Adds 81 Chamber Members

NOVEMBER showed a record of 81 new Chamber members, including 11 budget subscribers representing 27 memberships and 54 individual \$30 memberships. More members have been added by the Chamber during the first eleven months of 1923 than during any previous entire year, and the membership is now the greatest in the history of the organization. Shown below is a list of the new members:

NEW BUDGET SUBSCRIBERS

American Surety Company of New York, E. R. Gregory, Emory A. Samson, surety bonds; 601-04 Southland Life Bldg.
Commonwealth Building & Loan Ass'n., F. B. Horton, J. H. Hill, building and loans; Kirby Bldg.
Illinois Central Ry. Co., J. Jno. McManus, T. P. Overstreet, railroad company; 211 Sw. Life Bldg.
Lone Star Water Heater Co., H. Prichard, heaters and plumbing; 1606 McKinney Ave.
Mexico Land Syndicate, C. F. Saunders, C. J. Johnson, real estate; 1812 Main St.
Nichols-Gillette Co., F. A. Gillette, transfer and warehouse; 1711 Griffin St.
Piggly-Wiggly Variety Store, Inc., groceries, candies, sundries and novelties; 1400 Elm St.

Stoner, Gallagher, & Groos, Inc., J. Ben Stoner, R. Groos, valuation engineers and municipal tax appraisers; 509 Interurban Bldg.

Universal Polish Mfg. Co., J. J. Cunningham, E. D. Hughes, mfgs. of polish; 911 Camp St.

Whiddon-Gupton Shoe Co., D. G. Whiddon, Ray Gupton, shoes—retail; 1526 Main St.

White Sewing Machine Company, J. G. Moffit, T. E. Owen, sewing machines; 1930 Main St.

NEW INDIVIDUAL MEMBERS

Adolphus Man's Shop, Inc., J. E. Payne, men's furnishings; 1323-25 Commerce St. (Miss) Ruth Armstrong, commercial artist; 418 Marvin Bldg.

Atlantic Fish & Produce Co., E. Economos, fish and oysters, whse. and retail; 2322 Elm St.

E. M. Baker, attorney; 417 Praetorian Bldg. Beggs Furniture Co., Fred M. Beggs, furniture—retail; 1600-2 McKinney Ave.

Bemis Brothers Bag Co., J. H. Compton, mfgs. burlap and cotton bags; 1014 Kirby Bldg.

Alfred C. Bierman, geologist and engineer; 311 Southland Life Bldg.

Blackwell Wielandy B. & S. Co., Chas. A. Kiefer, books, stationery, sundries, holiday goods; P. O. Box 810; 1009½ Commerce St.

Booth Lumber & Loan Co., J. S. Booth, lumber, wall paper, paint; 816 Haskell Ave.

Brundage & Lynch, J. T. Lynch, income tax accounting; 1204 Kirby Bldg.

Burk's Cafe, C. M. Burk; 401 South Ervay St.

Paine L. Bush, attorney; 922 Mercantile Bank Bldg.

J. E. Byrne, collections; 512 Wilson Bldg.

Cannon & Kofahl, J. C. Cannon, sheet metal contractors; 1704 Jackson St.

Capitol Amusement Co., R. J. Stinnett, amusements; 1528 Elm St.

Central Sales Co., J. C. Johnson, mfgs. agents—jobbers auto specialties; 811 Wilson Bldg.

Chicago Auto Paint Company, C. R. Korb, mgr., distributors Aloka Chemical auto painting; 2815 Main St.

Cleveland & Litzelman, C. D. Cleveland, architects; 609 Deere Bldg.

Cone Dental Laboratory, Ross R. Cone, dental laboratory; 726 Wilson Bldg.

Cox-Roberts Advertising Agency, W. Lynn Cox, Jr., advertising agency—art service; 605 Melba Theatre Bldg.

Dallas Service Electric Co., C. C. Depalma, electrical supplies, also electricians; 1001 South Harwood St.

Leo Drake, commercial printer; 2326 Live Oak St.

J. B. Davenport, meat market; 3302 Ross Ave. Good Service Barber Shop, Chas. B. Shropshire; 908 Main St.

C. L. Hall Furniture Co., Cyrus L. Hall, furniture—retail; 2544 Elm St.

Hamilton Brown Shoe Co., James M. Cowan, shoes—whlse.; 1019 Commerce St.

W. W. Harper, restaurant; 1600 South Lamar St.

Harwood Cleaners & Tailors, H. H. Connally; 1720 South Harwood St.

Johnson, Williams & Critz, J. B. Critz, cotton buyers and exporters; 1404 Young St.

Geo. B. Latham, newspaper advertising; 514 Slaughter Bldg.

Lawler Doll Mfg., L. H. Lawler, mfgs. dolls, novelties, book ends and candlesticks; 2426 South Harwood St.

Lincoln National Life Ins. Co., Murray P. Eidson, life insurance; 1214 Magnolia Bldg.

Love Field Potteries, L. S. McKamey, Pres., mfgs. of pottery and art ware; Love Field. Majestic Lunch Room, N. Vratiss, restaurant; 1608 Main St.

Moore's Cafe, C. H. Moore, restaurant and cafe; 1206 Main St.

W. A. Myrick, municipal bonds; Kirby Bldg. S. T. McMurrain, chiropractor; 303 Lins Bldg.

National Dyeing Co., K. E. Buettner, dyers of hosiery, piece goods; 2705 South Ervay St.

E. F. Petterson, tailor; 1007½ Main St.

Preston D. Orem & Company, income tax consultants, certified public accountants; 1010 Mercantile Bank Bldg.

Quick Elevator Safety Co., C. F. Quick, mfgs. door closers, interlocks and flashlight signal system for elevators; 229 E. Colorado St.

R. & V. Service Station, Robert A. O'Rourke, automobile repairing; 2021 Cedar Springs.

Southwestern Business Exchange Co., E. B. Webster, investments; 412-14 Deere Bldg.

South Harwood Market-Grocery, James Musso; 1833 South Harwood St.

T. E. Stavelly & Co., cotton buyers and exporters; 606 Cotton Exchange Bldg.

Sullivan's Transfer Line, B. E. Sullivan, transfer and storage; 533 South Ervay St.

Superior Incinerator Co. of Texas, A. H. Johnson, incinerators; 527 Wilson Bldg.

Texas Pie Co., J. C. Saunders, pies—whlse; Ross and Hall Sts.

The Corbin Shoe Store, C. D. Corbin, women's shoes—retail; 1616 Elm St.

The Traders, furniture—salvage; 2103 Cabell St.

H. F. Underwood & Co., cotton merchants; 418 South Akard St.

Vogelsang & McQuage, J. Vogelsang, cotton brokers; 303½ South Ervay St.

Weir & Cathey, A. F. Weir, furniture—retail; 1011 Elm St.

Wharton Motors Co., Thos. B. Wharton, battery mfg.; P. O. Box 1474.

S. KOENIGSBERG, Inc.

We are Showing Fall Suitings, Latest Importations
TAILORS AND IMPORTERS
1306½ Main St.

CROCKETT, COUCHMAN & CRAWFORD

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INSURANCE OF ALL KINDS—SURETY BONDS

Standard Stock Companies Only

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604-10 PRAETORIAN BLDG.

CANNON BALL TOWEL SUPPLY CO.

2009 Orange Street

DALLAS, TEXAS

Everything furnished in the Towel Supply Line

Service Unexcelled

Phone X-2736

GROSS R. SCRUGGS

SURETY

Insurance Bldg.



ROBT. B. PRICE

BONDS

Phone Y-1887

Are you sending out a cheery
New Year's letter to your trade
or just the same old stuff?
Dallas Mailing Co., 1320½ Commerce St., X-6048.

City to Pave Many More Streets

The City has sold the remaining \$2,075,000 issues of bonds voted in the April election at 98¼ cents on the dollar and accrued interest to Eldredge & Co., of New York, and George L. Simpson & Co., of Dallas. The \$1,250,000 street bond issue was sold previously. The first block of paving let under provisions of the street bond issue was for sixteen streets, involving approximately 100,000 square feet of surface, and went to the Fuller Construction Company at \$2.94 per square yard. Bids have been asked on paving of seventeen additional streets. Dallas now leads the State in the matter of paved streets. The city has 411 miles of streets, with more than half of the mileage paved, and the extensive new paving will further Dallas' supremacy in this respect.

See Huge Water Supply Project Site

The official City water supply party, headed by Mayor Louis Blaylock, inspected a site on the East Fork of the Trinity River near Wylie last month. Surveys show that a reservoir could be placed there that would empond nearly 200,000,000 gallons of water. The reservoir would be ten times the size of Lake Worth; would cost \$4,056,000, including a pipe line for bringing the water to Dallas, and the water supply would be sufficient for a city of 500,000. From the cost \$1,000,000 could be subtracted, engineers believe, this representing an amount that could be raised by assessing benefits against 20,000 acres of fertile land that would be reclaimed by the project. The City has ordered the issuance of \$2,000,000 of the \$5,000,000 bond issue voted this year for providing a permanent water supply.

Dallas Gets New Park

A notable and valuable addition to the park system of Dallas was made last month by the Park Board's purchase of 73 acres in the northwest section of Oak Cliff. In area, the park, to be known as Stevens Park, will be larger than Forest Park and Lake Cliff combined. The projected Kessler Boulevard skirts the new park along the greater part of its eastern boundary and penetrates it at two points. Included in improvements planned for the park is a nine-hole municipal golf course. Acquisition of this property gives Dallas a total of some 3,900 acres in parks and park property, an acreage equalled by few cities of this size.

Postal Receipts Gain

Dallas postal receipts for November, with a gain of 17 per cent over November of last year, reflect the prosperity existing throughout the Southwest. The total receipts for November, 1923, were \$276,106, according to Postmaster John W. Philp.

Greater Net Profit for You

We Can Assist You in Increasing Your Volume Without Increasing Your Present Organization or Overhead

OUR TIME AGAINST YOURS
TO PROVE THIS ASSERTION

Phone Y-2122
Private Branch Exchange



JOHNSTON PRINTING & ADVERTISING CO.

"Everything in Printed Salesmanship from the Idea to the Finished Product"

JOHNSTON GRAPHIC ARTS BUILDING
St. Paul at McKinney
DALLAS

The Unmatchable Convenience of Natural Gas Service

It—

Brings leisure and independence to the housewife.

Conserves strength and health.

Relieves the business man of worries in providing fuel at his plant.

Is the convenient fuel in the home, the store or the power plant.

THE DALLAS GAS COMPANY

THE DALLAS SCHOOL OF COMMERCE

Southern Methodist University

Offers courses in both day and evening.

The following include the entire curriculum at the day and evening divisions:

Principles of Economic Theory
Business English
Business Administration
Transportation and Traffic Management
Public Utilities
Principles of Accounting
Accounting Practice
Cost Accounting
Auditing
Income Tax Procedure
Money and Banking
Investments
Corporations
Business Law
Marketing
Retail Merchandising
Advertising
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Construction to Pass \$20,000,000

DALLAS building permits for November were \$1,186,000, bringing the total for the first eleven months of the year to \$19,859,560, and clearly indicating that 1923 will be a record-breaker in local construction. Permits for the \$95,699 Vickery School Building and for big additions to the Fair Park and O. M. Roberts Schools were among the most important permits for the month. The new \$400,000 Sunset High School in Oak Cliff will be an early permit.

Excavation is under way for a \$1,850,000 eight-story apartment hotel to be built by F. E. Hamilton and associates at Oak Lawn Avenue and Cedar Springs Road, on the site of the B. M. Burgher homestead, which was purchased for \$80,000. The Gilsonite Construction Company are the contractors, and C. D. Hill & Co., architects. The building will occupy an entire block 275x400 feet and will contain 168 apartments. Further details about the project will be given later. Dallas' first large apartment hotel, Stoneleigh Court, 11 stories, was completed only this year.

Another building project in prospect is a new assembling and distribution plant for the Ford Motor Company, which will more than double the capacity of the present plant at Henry and Williams Streets. The proposed new plant is to be a one-story building with 240,000 square feet of floor space and is to cost around \$500,000, including site, according to A. J. Langford, district manager.

The erection of a large dormitory addition, as a west wing to the two-story building on the site of the Reynolds Memorial Presbyterian Orphanage, will be undertaken in the near future, together with other additions and improvements. The site chosen by the orphanage, which was moved here from Albany, Texas, is the Reagan Wofford estate northeast of Dallas.

Dallas, film distribution center of the Southwest, will get another film exchange building in the two-story structure to be erected by the Famous Players-Lasky Company on a lot at Market and Jackson Streets purchased by them from Sanger Bros. for \$35,000. The building will cost about \$75,000. J. B. Dugger is resident manager for the film company.

The Dallas Textile Mills Company is rapidly completing its plant at Love Field and has announced it expects to run its first cotton through the plant some time in January.

60 cents a year to call upon
your prospective customers every
month. How much is a customer
worth to you?

Dallas Mailing Co., X-6048

Open Shop Helps Build a Greater Dallas

NO single accomplishment of the Chamber of Commerce the past few years stands out with greater prominence than the organization of the Dallas Open Shop Association late in 1919. This is brought home to us all the more at the end of Dallas' record building year. When the Open Shop Association was organized there was \$8,000,000 worth of building construction tied up because of labor troubles. Since the Open Shop was formed there has not been a single serious labor disturbance, and building permits since Jan. 1, 1919, have reached the splendid total of \$83,000,000. In total value of building permits over the entire period, Dallas ranks 18th among all cities of the Nation and for several years it has stood second in value of new building per capita.

This excellent building record has made Dallas noteworthy throughout the Nation the past few years, and this in turn to a great extent has been responsible for the record-breaking number of new concerns that have located here. Aside from the fact that the Open Shop has brought a continuous construction program, uninterrupted by strikes, its existence would have been justified by the greater efficiency it has promoted among all classes of artisans and workmen.

Company Takes Big Space in New Santa Fe Building

THE Southern Ice & Utilities Company has closed a lease on 400,000 cubic feet in the new Santa Fe Terminal Building, and upon the completion of the structure will open it as one of the largest and most modernly equipped cold storage plants in the Southwest. The unit in which they will be located will be so constructed that additional space can be provided as the increasing needs of their business demand. The quarters will be equipped with ventilating and air purifying systems, with storage facilities for furs and zero temperature rooms for freezing. The plant will be so arranged that it can handle carloads stored in transit, with facilities for rapid loading for shipments going out.

This new plant will tend to meet the rapidly growing local demands for cold storage facilities. C. W. Dawley is president and C. S. Dawley is vice president of the concern, with George Wells as consultant refrigerating engineer. The company owns and operates ice and cold storage plants in 48 cities and towns of the Southwest, with their general offices at Dallas.

In the heart of the city, across the street from the leading hotels, and near all banks, is what is known as the wholesale district. The 19-story office building is to be modern and adequately equipped. Each office will be an outside office with plenty of window light. Adjoining the office building, with entrance on Commerce Street, is the 10-story portion which will be occupied by sample rooms and equipped for carrying small stocks. Practically every line of merchandise will be represented in this Commercial Building. Merchants visiting Dallas are sure to come to this conveniently located terminal. Warehouses will be completed in 1924; office building ready for occupancy Jan. 1, 1925. Shown below are firms erecting the \$5,000,000 Santa Fe Terminal Building.

Lloyd R. Whitson, E. M.

F. Cowderie Dale, A. R. I. B. A.

Architects

G. A. Maney, C. E., M. S.

W. E. Joor, C. E.

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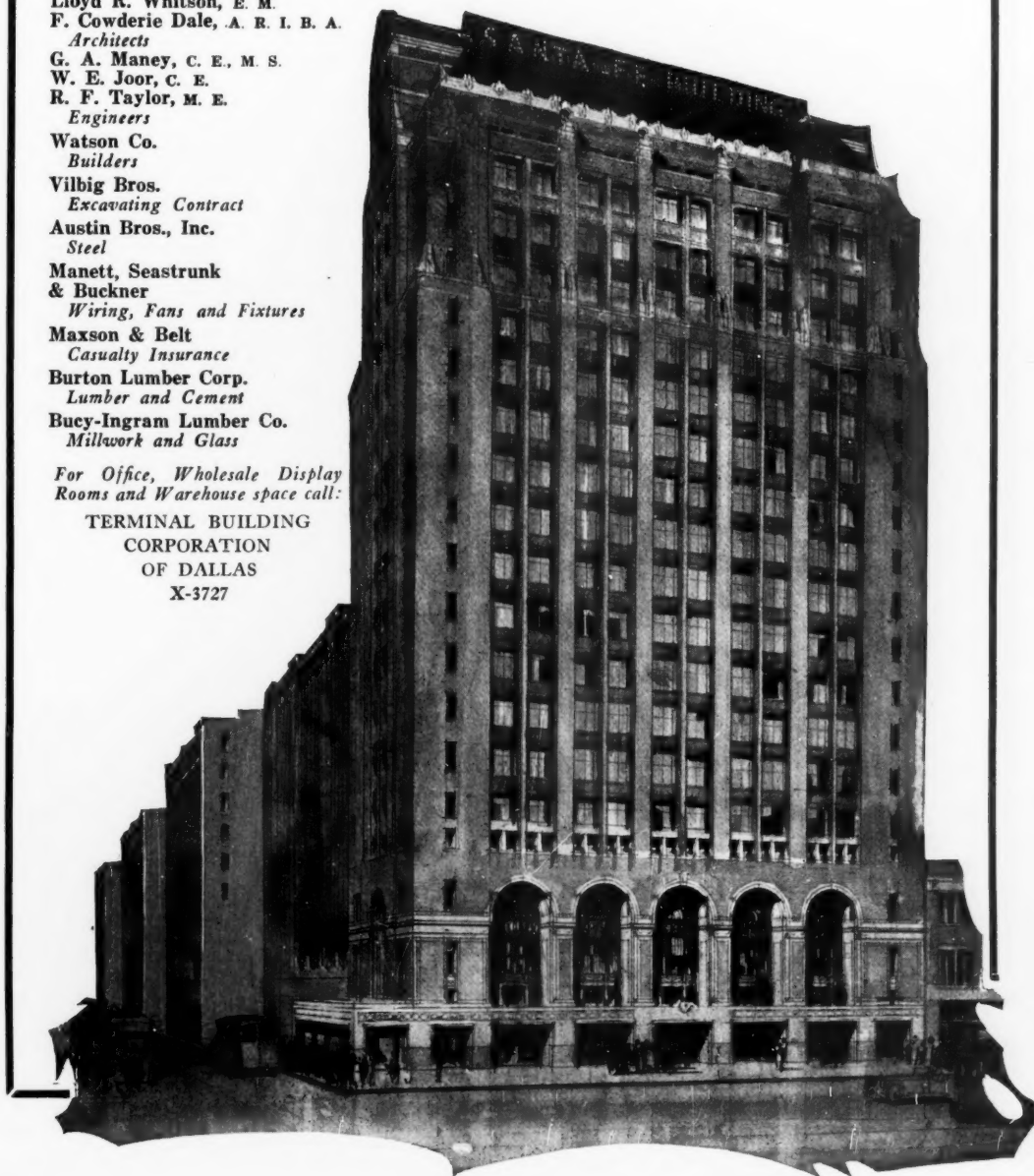
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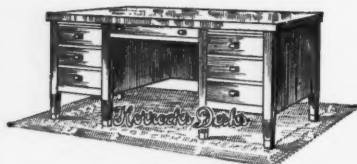
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X-3727





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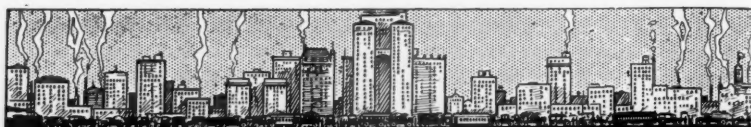
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Its achievements
have made it an
integral part of
this City and
State

**THE REPUBLIC
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Capital \$1,000,000.00



Keeping up with busy Dallas

F. J. Proctor, for the past five years connected with the Magnolia Petroleum Company, has been named manager of the Dallas Compound Company, 2928 Indiana Street, manufacturers of sweeping compound, disinfectants, liquid soaps, furniture polish and janitors' supplies.

John R. Bell is an addition to the insurance department of the Union Realty & Securities Company.

Several Dallasites were winners in recent contests for prizes offered by the Texas Poetry Society. Miss Jean Calfee won the "Old South Prize" with her poem "Definition;" the Maggie W. Barry prize of \$35 for the best verse libre composition was won by Mrs. Grace Noll Crowell; Mrs. Crowell also won the \$25 Alamo prize with her sonnet sequence entry, and the Students' prize of \$25 was won by George Bond, of Southern Methodist University.

The first annual banquet of the Master Auto Painters' and Trimmers' Association of Dallas was held last month.

R. L. Mullins, of Irving, has been elected president of the North Texas Dairymen's Association, with C. E. Gross, of Mesquite, secretary and treasurer. The purchase or construction of a creamery and sterilization plant for the disposal of milk obtained by the body was authorized at the meeting last month.

J. B. Heinen, of the McGuire Cleaning Company, Dallas, has been elected president of the Southwestern Association of Cleaners and Dyers for the third consecutive year. Frank B. Slater, also of Dallas, was named a director.

Alumni of Austin College organized the Austin College Alumni Association here last month with T. P. Junkin of Dallas as president. Austin College, now at Sherman, was founded at Huntsville in 1849.

The contract for the paving of Richardson road to the Collin County line has been let to Smith Bros., of Dallas. It will cost approximately \$530,000. The road will be 20 feet wide to Richardson, thence 18 feet wide to the county line, and the surface will be of brick with an asphalt filler.

The Dallas Federal Reserve Bank celebrated its ninth anniversary on Nov. 16th. The institution now has some 400 employees and 14 executive officers, as compared with 17 when the bank started.

Charles D. Turner has been elected president of the Salesmanship Club and W. Marion Newman re-elected secretary.

Miss Ruth Southerland has been named assistant county home demonstration agent in charge of girls' club work, succeeding Miss Jo Ownsby, who resigned. Miss Southerland is a graduate of the College of Industrial Arts, Denton, and holds a bachelor of science degree from Ohio University. She has been an instructor in domestic science at the Stephen F. Austin School.

C. E. Hudson has been elected to the board of directors of the Mercantile Bank & Trust Co.

J. Perry Burrus has been added to the board of directors of the American Exchange National Bank.

Col. F. G. Knabenshue, professor of military science and tactics in the Dallas High Schools' R. O. T. C. units, has been assigned to duty in the Panama Canal Zone.

Frank McNeny, by defeating Leven Jester 4 and 2 in the final, won the annual golf tournament staged by the Dallas Real Estate Board.

J. W. Autrey has been chosen president of the Dallas Paint, Oil and Varnish Club, with J. G. C. Creal, secretary and treasurer.

The Arthur A. Everts Company has taken a long-time lease on the building at 1110 Main Street, adjoining its establishment. After remodeling the addition will be connected with the present store and used as an art room for the display of chinaware and artistic merchandise. This will give the concern a Main Street frontage of 82 feet, said to be exceeded by only two other retail jewelry establishments in the United States.

Sam Fowlkes, manager of the retail merchants and convention departments of the Dallas Chamber, attended the international convention of Convention Bureaus held Nov. 12-17 at Atlanta, Ga., and Jacksonville, Fla.

Multigraph your Spanish letter in Spanish type. Call Dallas Mailing Co., X-6048.

W. D. Jones, of Rucker & Jones, realtors, has been elected president of the Dallas Real Estate Board, with J. W. Murphy, first, and Henry S. Miller, second vice-president; B. M. Lindsley, secretary-treasurer, and H. H. Hoff, executive secretary. Offices of the Board are at the Chamber of Commerce Building.

R. G. Buford has been named assistant to T. L. Peeler, industrial commissioner of the M-K-T Railroad.

The Mt. Auburn-Fairview-O. M. Roberts Improvement League has chosen J. Fred Day as president and James A. Robertson, secretary-treasurer.

The directors, officers and members of the staff of the United Charities honored Miss Flora Saylor, superintendent of social service work for the United Charities, with a testimonial last month, upon her 25 years of service in that capacity.

New Export and Import Firm Opens Offices

Sr. Laureano Flores, for a long time Mexican Consul at Ft. Worth, and R. A. Graddy, president of the Direct By Mail Adv. Co., have organized the American Export and Import Co., to handle the business of Southwestern firms in Mexico, with office at 1616½ Main Street. To date they have established agencies in Monterrey, Tampico, Chihuahua, Torreon and Mexico City for the sale of grain, flour, provisions and dry goods. In addition to several Southwestern firms which they represent, they are arranging with two national concerns to carry stocks in Dallas for distribution in Mexico. This concern publishes a monthly house organ in Spanish in the interests of its clients. The November issue, just off the press, carries much information in regard to the City of Dallas and its institutions.

New Secretaries Named

H. H. Hoff has been named secretary of the Dallas Real Estate Board, with offices at the Chamber of Commerce, succeeding O. M. Crenshaw, who resigned to accept an executive position with the Rose Motor Company. Mr. Hoff resigned as manager of the Dallas Automobile Club to accept the other position and has been succeeded by W. Hatcher Thomas, well known in automobile circles.

Texas Electric Roads

The Federal Department of Commerce shows that Texas had 966 miles of electric railways in 1922 as compared with 940 miles in 1917. There were 229,165,045 passengers carried in 1922 as compared with 184,912,268 in 1917. Gross railway operating revenues were \$16,038,086 in 1922, an increase of 47.2% over 1917, but owing to a more rapid increase in operating expenses and taxes, net income increased only 6.9% over 1917.

DALLAS MANUFACTURERS

Our sales organization now covers the Monterrey, Chihuahua, Torreon, Tampico, and Mexico City territories, other major points being organized.

IMMEDIATE OUTLET

for your surplus production through this organization. Write or call us for our plan of operation and a copy of the latest issue of the EL EXPORTADOR AMERICANO.

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Suite 8, 1616½ Main. X-6641

Laureano Flores, President

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We Can Reduce Your Shipping Costs

Let us assemble your household goods or automobiles for shipment in carload lots. Cheaper rate, safe handling, expedited service—advantages well worth considering.

We are the oldest Transfer and Warehouse Company in Dallas. Our equipment is modern and our facilities complete.

We store and distribute merchandise and household goods of all kinds.

Your inquiry on any warehousing or distribution problem will have our immediate attention.

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Our \$50.00 Weekly Benefit; \$5,000-\$10,000 Accidental Death Policy is a prime favorite with Merchants, Manufacturers, Traveling Men, Railroad Officials, Bankers, Lawyers, Doctors. Over \$1,000,000 paid in benefits to date.

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PRICE CROSS, Pres. BEN HAUGHTON, Sec'y-Treas.

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By Their Fruits Ye Shall Know Them

Business men of Dallas and Texas are interested in performances—not in promises.

The Texas Employers Insurance Association bases its claim to your consideration as a medium for carrying Workmen's Compensation Insurance strictly upon the basis of accomplishment. For ten years the unchallenged leader in its field, it offers today the maximum of Security and Service—and the minimum of Cost.

If you are an employer of labor in this State, it will pay you to investigate.

**TEXAS EMPLOYERS
INSURANCE
ASS'N**

Interurban Bldg.
Dallas



The W. L. Douglas Shoe Company has leased for six years the two-story building at 1212 Elm Street and will occupy it after remodeling. The Leader Store now occupying the building will move into the M. Saul property, adjoining its present location.

Three thousand trees for planting in Dallas this winter have been bought by the City Forestry Department, and planting is under way.

George B. Dealey, president of A. H. Belo & Co., Dallas, was elected one of the vice-presidents of the National Municipal League, which held its annual meeting in Washington last month.

Hugh Halsell, of Dallas, has been elected president of the Durant National Bank, at Durant, Okla. He will continue to reside in Dallas.

J. Roy Murray has been appointed retail sales manager for the local branch of the Willys-Overland Co., succeeding John W. Lane, who has been transferred to the company's branch at Los Angeles.

Hella Temple formally dedicated its new hospital for crippled children on Nov. 17, with most impressive ceremonies.

E. L. Dalton, of Dallas, former city engineer, has been elected first vice-president of the American Society for Municipal Improvements.

Clinton S. Bailey has been elected president of the Ex-Service Men's Luncheon Club, with Tom Newman, secretary and treasurer.

The Dallas Automobile Trades Association has elected J. H. Shelton president and H. E. Spencer secretary and treasurer.

Charles Brewington, former Mayor of Stamford, Texas, has moved to Dallas to assume a connection with the Clem Lumber Company.

More than 150 newsboys and street urchins were tendered a Thanksgiving banquet last month by the Kiwanis Club and 472 orphans from local institutions were given a similar banquet by the Lions Club.

Efficient Office Help Furnished Promptly

Employers Service Bureau

321 Interurban Building

PHONE X 7526

"An Intelligent and Careful Service"

The Premier Poultry Association Show will be held in Dallas Dec. 28 to Jan. 1, with an automobile as the prize for the best pen at the show, as well as other prizes of value in various classes. Dr. J. T. Watson, of Dallas, is president and W. W. Brady, of Allen, Texas, is secretary. The organization now numbers more than 200 prominent Southwestern breeders.

Thomas R. Newman has been elected adjutant of the John W. Low Post of the American Legion, with offices at post headquarters, 1807½ Commerce Street.

John H. Cullom, of Dallas, has been elected secretary for his seventeenth successive term of the Texas Fraternal Congress and A. J. Toole, of Dallas, secretary-treasurer.

The Theater Electric Light Company has been organized with offices at 208 North Akard Street. It proposes to furnish electric light for the Happyland, Jefferson, Capitol, Washington and Queen Theaters.

M. H. Thomas & Co., Dallas, took out membership in the New York Stock Exchange last month. This is said to be the only brokerage concern in Texas with such direct membership.

E. C. Blesi, president of the Dallas Automobile Club, has been elected a vice president of the National Motorists' Association.

The United Cigar Stores Company, of New York, has taken a ten-year lease on the four-story Andrews Bldg., effective Jan. 1, for a consideration reported to be \$600,000. It is said the company considers some remodeling and alteration.

Dr. John E. Roach, of Dallas, has been elected president of Wesley College at Greenville, succeeding Dr. G. F. Winfield, who becomes president of Alexander College at Jacksonville, Texas.

C. J. Crampton, director of the safety department of the Dallas Railway Company, has been elected secretary of the Dallas Lions Club, succeeding R. G. Buford, who resigned because of frequent enforced absences from the city.

In planning your 1924 campaign, talk with the Dallas Mailing Co., X-6048, about monthly letters that create business.

Profit in Dallas Real Estate

STATISTICS from the Tax Assessor's office show that Dallas' property values have increased around 800% in the past two decades, but here are three news items that appeared in local papers the past month, bringing home even more concretely how Dallas' real estate has enhanced in value: A lot at the corner of Camp and Griffin Streets, which came into the possession of the Thomas family in 1874 for \$500, has been bought for \$50,000 by the Burse Realty Company. Also George Griffith has purchased for \$200,000 the lot with 3-story apartment house at Peak and Gaston. The lot itself was placed at \$20,000, which was 250,000 times what it cost Jefferson Peak, who in 1846 paid 40c an acre for a 200-acre farm that included the lot. And here is another instance: The price of \$80,000 received for the B. M. Burgher property at Oak Lawn and Cedar Springs Road last month, which will be the site of a \$1,800,000 apartment hotel to be erected by E. F. Hamilton and associates, represented an increase in value of approximately 1,900% in 22 years.

But why lament that such opportunities are gone forever? Investing in property in a small town is meritorious, but sometimes the growth is so slow that only one's heirs can reap the benefits. Also small towns occasionally fail to grow, as witness some older than Dallas that now have a population of only a thousand or so. But all of us believe that Dallas' real estate is a safe investment today, and this is one of the main reasons why IT IS. And we do not have to look back twenty or even ten years to see some splendid profits that have been made in suburban tracts and other local real estate. You cannot go wrong when you buy Dallas real estate at the correct price, and the owning of it will make you a better citizen.

U. S. Chamber Meeting

The first district meeting of the recently created South Central Division of the Chamber of Commerce of the United States, with headquarters at Dallas, will be held Jan. 24-25 in New Orleans, and a strong delegation from Dallas is expected to attend. The South Central Division comprises ten States.

626,663 Phone Calls

An average of 626,663 telephone calls are completed each day in Dallas. Of these 64,127 are in the single hour between 9 and 10 a. m. In the shopping district the telephone is busiest between the hours of 4 and 5 p. m.

Texas Cotton Production

TEXAS is producing this year more than 40% of the cotton of the Nation, according to the Government estimate based on conditions prevailing October 25. While world estimates are not yet available, it is believed the Texas crop will be 25 to 30% of the entire production of the globe. In the Southwest, Texas, Oklahoma, Arkansas and Louisiana, the territory in Dallas is the principal commercial and financial center, the cotton production will be 6,035,000 bales this year, or 60% of the crop of the entire Nation. With more orderly marketing this season than ever before and with high prices prevailing throughout the season, and now ranging between 30 and 35c, the wide reaches of the Dallas trade territory are indeed in splendid condition.

Year	Texas	Nation	World
1911	4,107,000	15,693,000	24,723,000
1912	4,645,000	13,703,000	24,158,000
1913	3,773,000	14,136,000	25,796,000
1914	4,390,000	16,135,000	26,022,000
1915	3,068,000	11,192,000	22,175,000
1916	3,562,000	11,450,000	22,678,000
1917	3,041,000	11,302,000	20,970,000
1918	2,610,000	12,041,000	20,461,000
1919	2,960,000	11,421,000	23,023,000
1920	4,148,000	13,440,000	21,787,000
1921	2,198,000	7,954,000	14,741,000
1922	3,290,000	9,964,000	17,664,000
1923	4,300,000	10,248,000	(No estimate)

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DALLAS - TEXAS



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Dallas

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PHONES: H-2171, H-2172, H-2173

Why Dallas Grows as an INDUSTRIAL CENTER



PLENTY of power always available for use is a prime consideration of the man in industry. The problem of power is always first in the mind of a man who is going to produce some commodity by manufacturing processes.

Dallas is a pool of electric power second to no other industrial center in the South. The service of electricity here is equal to all the tests. It is regular, adequate, and most reasonable in cost.

And in order to maintain it that way this company is now doubling the ability of its generating facilities to supply the people and industries that are coming to Dallas all the time.

In addition to its own facilities the Dallas Power & Light Company is interconnected with other powerful electric stations that lend assurance for unfailing power.



DALLAS POWER & LIGHT COMPANY

State to Take Over Highways Jan. 1

Texas as a State will take over the maintenance of State highways after Jan. 1, the money for this work to be furnished by the tax on gasoline and the tonnage tax on motor vehicles. Of the gasoline tax, 75% goes to highway maintenance and 25% to the public school fund. There are 18,000 miles of designated State highways in Texas. Heretofore, the maintenance has been in the hands of the respective counties. Texas has a good system of highways and leads all States in amount of Federal aid secured for road building, this having amounted to more than \$27,000,000 since 1917.

Plans Made to Conserve Fish and Game

Plans were made at the second annual session of the State Game and Fish Conservation Association, held at the Chamber of Commerce last month, to protect and increase Texas' rapidly diminishing supply of game and fish. J. L. Phillips, of Lufkin, was elected president for the next two years. Other two-year term officers chosen were: W. G. Sterett, Dallas, first vice-president; Eugene Cherry, Sherman, second vice-president; T. M. Cullum, Dallas, third vice-president; P. C. Thede, El Paso, fourth vice-president; Charles Schreiner, Kerrville, fifth vice-president, and John Stayton, Dallas, secretary and treasurer.

Dr. Paul W. Horn Heads Texas Tech College

Dr. Paul Whitefield Horn, former Superintendent of Houston Schools, and now president of Southwestern University at Georgetown, has been unanimously chosen president of the Texas Technological College, authorized by the last Legislature. Sanguinet, Staats & Hedrick, of Fort Worth, were selected as architects for the \$1,000,000 school to be built at Lubbock, with Willard Ward Watkin, of Houston, as associate architect. L. W. Robert, of L. W. Robert & Co., Atlanta and Dallas, was named consulting engineer. It is expected that the school will open in September, 1925.

Accidents Increasing

Approximately 14,000 people in the United States lost their lives in 1922 through careless operation of automobiles, or about one out of every five of the fatal accidents occurring during the year. The number was 12,500 in 1921 and 11,000 in 1920.

One letter may bring a customer whose business is worth thousands of dollars each year. Shall we help you word the letter? Dallas Mailing Co., 1320½ Commerce St.

Business Systems Club of Dallas

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PHONE X-6032

Ultimately, YOUR office will Think Once—Write Once—At Once with the Ediphone!

Why not simplify NOW?

Or, if you have equipment that is aged and old style our liberal exchange offer will put new life in your letters.

REMEMBER:

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KALAMAZOO LOOSE LEAF BINDER CO.

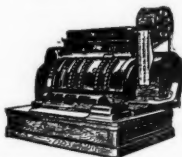
1414 American Exchange Bldg.

Loose Leaf Devices



W. T. Martin, District Mgr.
X-2162

IF YOU WANT TO KNOW



There are two kinds of merchants. The first attempts to run his business on guess-work.

The second merchant is the one who insists upon knowing. He wants to know what is going on in his business every day and he wants to know that his information is correct.

The difference between the two is usually the difference between success and failure. If you are the type who wants to know, we can give you much valuable information. We should be glad to have you come into the office or phone for one of us to come to your store.

H. L. KUYKENDALL

Sales Agent

The National Cash Register Company
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R. H. AUSTIN

Sales Agent
International Time Recording
Co. of N. Y.



Watchman's Clocks

Time Stamps

Recording Door

Locks

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Y-1448



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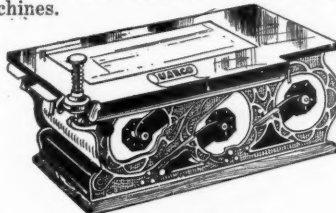
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Roll Printing and continuous Form Printing for Underwood Fanfold and Elliot-Fisher Machines.



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DALLAS

Financial Center of the Southwest



Dallas, one of the twelve leading business centers of the Nation, chosen by the Government as sites for Federal Reserve Banks, is unquestionably the logical location for any concern seeking Southwestern headquarters.

Statistics from the Secretary of State's office show that Dallas is the headquarters for as many Northern concerns as the three other largest cities of Texas combined.

The financial center of a territory means the business center, the manufacturing and distributing center. Northern concerns choose Dallas because it is the business capital of Texas, the greatest producer of raw materials in the Nation and with three-fourths of its tillable lands still untouched by the plow. Dallas is the leading distributing center for the Southwest, which has produced \$5,000,000,000 worth of new wealth in a single year or \$500 worth for each man, woman and child in the territory. Dallas is also the logical gateway to the rapidly developing Mexican market.

Dallas ranked 23rd in bank clearings in 1922 in the Nation, according to Bradstreet's, although the 1920 Federal census showed it ranking only 42nd in population. Bank clearings are regarded as one of the surest indices of a city's commercial strength and activity.

Dallas Clearing House banks co-operate closely with the Dallas Chamber of Commerce in aiding new concerns to become satisfactorily located in Dallas, and in all other efforts looking to the upbuilding of the city.



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